

HB

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Population and Its Distribution





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POPULATION AND ITS DISTRIBUTION

*Compiled from the United
States Census Figures of 1910*



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J. WALTER THOMPSON CO.

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No 1

Are You Selling There?



TODAY the biggest word in the Dictionary of Selling is Quota. How much business should a given salesman or territory produce? Find the answer—fix the quota—and your first big step toward increased sales is taken.

For this quota sets a standard, and it is only by the setting of standards that progress is made, speed increased and efficiency attained.

In the early steamboat towns, says Harrington Emerson, the Efficiency Engineer, life was slow, irregular, unprogressive, because everything depended on the boats and no one knew when a boat would get in. On the other hand, the railroad towns were wide awake, clocks were in every home, and life went forward with brisk regularity—all because the scheduled arrival and departure of trains set a standard which the entire town conformed to.

So with your sales organization. It must be keyed to its task by a standard. As the golfer's skill is measured by Bogey, so must your salesmen's and salesmanager's be measured by a reasonable quota for every territory you invade.

What should this quota be—what are your sales possibilities? Facts, not guesses, must frame the answer. And though each business must determine these facts for itself, in every case their basis will be statistics of population. It is to furnish these statistics—to help you determine these vital facts—that we have compiled and printed this book.

In it are shown, by states, all towns of 2,500 or more population. These are the towns which the 1910 Census denotes as urban. In them lives nearly one-half of our entire population, and at least four-fifths of the dealers—the distributing machinery—in every line. These figures will furnish the facts by which to fix your quota for any territory—the standard by which to measure your present distribution and volume of sales.

Suppose, for instance, that yours is an article which should be on sale in every town of 2,500 and over. In the state of Illinois there are 144 such towns. This, then, is your standard of distribution for Illinois. How near do you approach it—in how many of these 144 towns have you dealers?

Among other things the answer vitally affects your advertising. If you have dealers in, say only 48 of these 144 towns, one-third of the whole—it is evident that any advertising you do will be seriously handicapped.

This may not be your case—it is but one of many kinds of sales and distribution gaps which the determining of standards usually discloses. Whatever form the gap may take, it is the function of advertising to close it—to push the sales records closer to the quota. The form of the gap determines the form of the advertising. One may require a national campaign—in magazines or newspapers, supported perhaps by street cars, billboards, painted or electric signs, trade papers, window displays or circulars. Another may need advertising in selected territories only, using one or more of the mediums named above. Still another may require a form of service entirely outside these regular channels—trade promotion, sharpshooting with letters and booklets. In 48 years' advertising experience the J. Walter Thompson organization has used and studied them all, successfully conducting hundreds of campaigns of every variety. We dig for such fundamental facts as this book presents, then choose without prejudice whatever tools the task demands.

J. WALTER THOMPSON CO.

A handwritten signature in dark ink, reading "J. Walter Thompson". The signature is written in a cursive style with a prominent, sweeping underline that extends across the width of the name.

President

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Population by States

Number of Families, Percentage, Urban and Rural

State.	Population.	Number Families.	Per Cent Urban.	Per Cent Rural.
New York	9,113,614	1,822,722	78.8	21.2
Pennsylvania	7,665,111	1,533,022	60.4	39.6
Illinois	5,638,591	1,127,718	61.7	38.3
Ohio	4,767,121	953,424	55.9	44.1
Texas	3,896,542	779,304	24.1	75.9
Massachusetts	3,366,416	673,283	92.8	7.2
Missouri	3,293,335	658,667	42.5	57.5
Michigan	2,810,173	562,034	47.2	52.8
Indiana	2,700,876	540,175	42.4	57.6
Georgia	2,609,121	521,824	20.6	79.4
New Jersey	2,537,167	507,433	75.2	24.8
California	2,377,549	475,509	61.8	38.2
Wisconsin	2,333,860	466,772	43.0	57.0
Kentucky	2,289,905	457,891	24.3	75.7
Iowa	2,224,771	444,954	30.6	69.4
North Carolina	2,206,287	441,257	14.4	85.6
Tennessee	2,184,789	436,957	20.2	79.8
Alabama	2,138,093	427,618	17.3	82.7
Minnesota	2,075,708	415,141	41.0	59.0
Virginia	2,061,612	412,322	23.1	76.9
Mississippi	1,797,114	359,422	11.5	88.5
Kansas	1,690,949	338,189	29.2	70.8
Oklahoma	1,675,155	335,031	19.3	80.7

Population by States, etc.—Continued

State.	Population,	Number Families.	Per Cent Urban.	Per Cent Rural.
Louisiana	1,656,388	331,277	30.0	70.0
Arkansas	1,574,449	314,889	12.9	87.1
South Carolina	1,515,400	303,080	14.8	85.2
Maryland	1,295,346	259,069	50.8	49.2
West Virginia	1,221,119	244,223	18.7	81.3
Nebraska	1,192,214	138,442	26.1	73.9
Washington	1,141,990	228,398	53.0	47.0
Connecticut	1,114,756	222,951	89.7	10.3
Colorado	799,024	159,805	50.7	49.3
Florida	752,619	150,523	29.1	70.9
Maine	742,371	148,474	51.4	48.6
Oregon	672,765	134,553	45.6	54.4
South Dakota	583,888	116,777	13.1	86.9
North Dakota	577,056	115,411	11.0	89.0
Rhode Island	542,610	108,522	96.7	3.3
New Hampshire	430,572	86,112	59.2	40.8
Montana	376,053	75,210	35.5	64.5
Utah	373,351	74,670	46.3	53.7
Vermont	355,956	71,091	47.5	52.5
District of Columbia....	331,069	66,213		
New Mexico	327,301	65,460	14.2	85.8
Idaho	325,594	65,118	21.5	78.5
Arizona	204,354	40,870	31.0	69.0
Delaware	202,322	40,464	48.0	52.0
Wyoming	145,965	29,193	29.6	70.6
Nevada	81,875	16,375	16.3	83.7
Total	91,972,266	18,394,453	53.6	46.4

Cities of 25,000 population or over

Total of 228

Fifty of 100,000 or over

New York, N. Y.	4,766,883	St. Paul, Minn.	214,744
Chicago, Ill.	2,185,283	Denver, Col.	213,381
Philadelphia, Pa.	1,549,008	Portland, Ore.	207,214
St. Louis, Mo.	687,029	Columbus, O.	181,511
Boston, Mass.	670,585	Toledo, O.	168,497
Cleveland, O.	560,663	Atlanta, Ga.	154,839
Baltimore, Md.	558,485	Oakland, Cal.	150,174
Pittsburgh, Pa.	533,905	Worcester, Mass. ...	145,986
Detroit, Mich.	465,766	Syracuse, N. Y.	137,249
Buffalo, N. Y.	423,715	New Haven, Conn. ...	133,605
San Francisco, Cal. ...	416,912	Birmingham, Ala. ...	132,685
Milwaukee, Wis.	373,857	Memphis, Tenn.	131,105
Cincinnati, O.	363,591	Scranton, Pa.	129,867
Newark, N. J.	347,469	Richmond, Va.	127,628
New Orleans, La.	339,075	Paterson, N. J.	125,600
Washington, D. C.	331,069	Omaha, Neb.	124,096
Los Angeles, Cal. ...	319,198	Fall River, Mass.	119,295
Minneapolis, Minn. ...	301,408	Dayton, O.	116,577
Jersey City, N. J.	267,779	Grand Rapids, Mich. .	112,571
Kansas City, Mo.	248,381	Nashville, Tenn.	110,364
Seattle, Wash.	237,194	Lowell, Mass.	106,294
Indianapolis, Ind. ...	233,650	Cambridge, Mass. ...	104,839
Providence, R. I.	224,326	Spokane, Wash.	104,402
Louisville, Ky.	223,928	Bridgeport, Conn. ...	102,054
Rochester, N. Y.	218,149	Albany, N. Y.	100,253

Cities of 25,000 population or over

Hartford, Conn.	98,915	Akron, Ohio	69,067
Trenton, N. J.	96,815	Norfolk, Va.	67,452
New Bedford, Mass. . .	96,652	Wilkes-Barre, Pa.	67,105
San Antonio, Tex.	96,614	Peoria, Ill.	66,950
Reading, Pa.	96,071	Erie, Pa.	66,525
Camden, N. J.	94,538	Savannah, Ga.	65,064
Salt Lake City, Utah. .	92,777	Oklahoma City, Okla. .	64,205
Dallas, Tex.	92,104	Harrisburg, Pa.	64,186
Lynn, Mass.	89,336	Fort Wayne, Ind.	63,933
Springfield, Mass.	88,926	Charleston, S. C.	58,833
Wilmington, Del.	87,411	Portland, Me.	58,571
Des Moines, Iowa.	86,368	East St. Louis, Ill.	58,547
Lawrence, Mass.	85,892	Terre Haute, Ind.	58,157
Tacoma, Wash.	83,743	Holyoke, Mass.	57,730
Kansas City, Kans.	82,331	Jacksonville, Fla.	57,699
Yonkers, N. Y.	79,803	Brockton, Mass.	56,878
Youngstown, Ohio	79,066	Bayonne, N. J.	55,545
Houston, Tex.	78,800	Johnstown, Pa.	55,482
Duluth, Minn.	78,466	Passaic, N. J.	54,773
St. Joseph, Mo.	77,403	South Bend, Ind.	53,684
Somerville, Mass.	77,236	Covington, Ky.	53,270
Troy, N. Y.	76,813	Wichita, Kans.	52,450
Utica, N. Y.	74,419	Altoona, Pa.	52,127
Elizabeth, N. J.	73,409	Allentown, Pa.	51,913
Fort Worth, Tex.	73,312	Springfield, Ill.	51,678
Waterbury, Conn.	73,141	Pawtucket, R. I.	51,622
Schenectady, N. Y.	72,826	Mobile, Ala.	51,521
Hoboken, N. J.	70,324	Saginaw, Mich.	50,510
Manchester, N. H.	70,063	Canton, Ohio.	50,217
Evansville, Ind.	69,647	Binghamton, N. Y.	48,433

Cities of 25,000 population or over

Sioux City, Iowa.....	47,828	Chester, Pa.....	38,537
Lancaster, Pa.....	47,227	Montgomery, Ala.....	38,136
Springfield, Ohio.....	46,921	Dubuque, Iowa.....	38,494
Atlantic City, N. J.....	46,150	Woonsocket, R. I.....	38,125
Little Rock, Ark.....	45,941	Racine, Wis.	38,002
Rockford, Ill.....	45,401	Fitchburg, Mass.	37,826
Bay City, Mich.....	45,166	Tampa, Fla.	37,782
York, Pa.....	44,750	Elmira, N. Y.....	37,176
Sacramento, Cal.....	44,696	Galveston, Tex.	36,981
Chattanooga, Tenn....	44,604	Quincy, Ill.	36,587
Malden, Mass.....	44,404	Knoxville, Tenn.	36,346
Pueblo, Colo.	44,395	New Castle, Pa.....	36,280
Haverhill, Mass.....	44,115	West Hoboken, N. J..	35,403
Lincoln, Nebr.	43,973	Hamilton, Ohio.....	35,279
New Britain, Conn....	43,916	Springfield, Mo.....	35,201
Salem, Mass.	43,697	Lexington, Ky.....	35,099
Topeka, Kans.....	43,684	Roanoke, Va.....	34,874
Davenport, Iowa.....	43,028	Joliet, Ill.....	34,670
McKeesport, Pa.....	42,694	Auburn, N. Y.....	34,668
Wheeling, W. Va.....	41,641	East Orange, N. J....	34,371
Augusta, Ga.	41,040	Taunton, Mass.....	34,259
Macon, Ga.	40,665	Charlotte, N. C.....	34,014
Berkeley, Cal.	40,434	Everett, Mass.....	33,484
Superior, Wis.	40,384	Portsmouth, Va.....	33,190
Newton, Mass.....	39,806	Oshkosh, Wis.....	33,062
San Diego, Cal.....	39,578	Cedar Rapids, Iowa...	32,811
Kalamazoo, Mich.	39,437	Quincy, Mass.	32,642
El Paso, Tex.....	39,279	Chelsea, Mass.....	32,452
Butte, Mont.....	39,165	Pittsfield, Mass.....	32,121
Flint, Mich.....	38,550	Perth Amboy, N. J....	32,121

Cities of 25,000 population or over

Joplin, Mo.	32,073	Norristown, Pa.	27,875
Meriden, Conn.	32,066	Danville, Ill.	27,871
Williamsport, Pa.	31,860	Waltham, Mass.	27,834
Jackson, Mich.	31,433	Newburgh, N. Y.	27,805
Jamestown, N. Y.	31,297	Brookline town, Mass..	27,792
Amsterdam, N. Y.	31,267	Newport, R. I.	27,149
Lansing, Mich.	31,229	Watertown, N. Y.	26,730
Huntington, W. Va.	31,161	Waterloo, Iowa	26,693
Decatur, Ill.	31,140	Warwick town, R. I. ...	26,629
Mount Vernon, N. Y. ...	30,919	Waco, Tex.	26,425
Lima, Ohio.	30,508	Sheboygan, Wis.	26,398
Niagara Falls, N. Y. ...	30,445	Columbia, S. C.	26,319
La Crosse, Wis.	30,417	South Omaha, Nebr. ...	26,259
Newport, Ky.	30,309	Lewiston, Me.	26,247
Pasadena, Cal.	30,291	Nashua, N. H.	26,005
Austin, Tex.	29,860	Elgin, Ill.	25,976
Aurora, Ill.	29,807	Kingston, N. Y.	25,908
Orange, N. J.	29,630	Shenandoah, Pa.	25,774
Lynchburg, Va.	29,494	Bloomington, Ill.	25,768
Council Bluffs, Iowa. ...	29,292	Wilmington, N. C.	25,748
Colorado Springs, Colo. ...	29,078	Ogden, Utah	25,580
San Jose, Cal.	28,946	Clinton, Iowa	25,577
Lorain, Ohio	28,883	Madison, Wis.	25,531
New Rochelle, N. Y. ...	28,867	Hazleton, Pa.	25,452
Stamford town, Conn. ...	28,836	Newark, Ohio	25,404
Easton, Pa.	28,523	Chicopee, Mass.	25,401
Norwich, Conn.	28,219	Muskogee, Okla.	25,278
Zanesville, Ohio	28,026	Battle Creek, Mich. ...	25,267
Shreveport, La.	28,015	Green Bay, Wis.	25,236
Poughkeepsie, N. Y. ...	27,936		

Number of Retail Dealers in the Following Lines of Business, Classified by States

	Groceries	Drug	Hardware	General	Dry Goods
Alabama	1,211	595	183	8,269	382
Arizona	239	69	38	350	165
Arkansas	744	1,003	242	5,483	414
California	5,690	930	732	2,451	624
Colorado	2,345	498	342	923	279
Connecticut	2,470	555	184	560	491
Delaware	474	99	60	556	96
Dist. of Columbia..	1,032	216	46	10	99
Florida	679	349	122	2,496	333
Georgia	2,490	821	273	8,567	593
Idaho	345	212	162	611	85
Illinois	12,900	2,772	2,521	5,915	1,789
Indiana	6,155	1,910	1,334	5,781	983
Iowa	4,060	1,995	2,011	4,882	555
Kansas	3,050	1,368	1,741	3,305	446
Kentucky	3,676	789	417	7,536	741
Louisiana	2,284	513	121	5,014	389
Maine	2,490	422	263	1,871	500
Maryland	2,085	548	260	3,092	469
Massachusetts	5,900	1,499	654	827	1,465
Michigan	4,910	1,624	1,426	2,987	1,272
Minnesota	2,392	913	1,396	3,610	401
Mississippi	1,071	565	158	7,296	343
Missouri	7,005	1,820	1,648	6,160	1,198

Number of Retail Dealers in the Following Lines of Business, Classified by States

	Groceries	Drug	Hardware	General	Dry Goods
Montana	575	174	100	465	78
Nebraska	1,520	938	1,149	2,421	229
Nevada	204	45	39	231	35
New Hampshire ...	989	230	106	759	261
New Jersey	5,740	823	431	1,332	1,602
New Mexico	411	102	73	675	68
New York	19,520	3,541	2,115	4,698	3,224
North Carolina ...	1,105	515	224	8,466	443
North Dakota	252	474	574	1,009	74
Ohio	10,626	2,108	2,262	5,497	1,696
Oklahoma	2,714	1,414	1,082	2,710	565
Oregon	1,256	368	276	994	184
Pennsylvania	17,451	3,122	1,959	9,859	3,228
Rhode Island	955	241	76	325	170
South Carolina ...	626	392	105	4,813	318
South Dakota	396	466	611	1,280	101
Tennessee	2,418	585	318	6,296	508
Texas	6,220	2,233	1,088	7,561	1,488
Utah	400	114	42	725	51
Vermont	695	179	153	830	154
Virginia	2,004	496	272	6,547	382
Washington	2,010	457	409	1,074	241
West Virginia	1,738	211	188	4,493	165
Wisconsin	3,720	942	1,218	4,022	567
Wyoming	134	58	51	225	49
Total.....	159,376	42,313	31,255	165,859	29,993

Number of Retail Dealers in the Following Lines of Business, Classified by States

	Clothing	Boot and Shoe	Furniture	Jewelry
Alabama	193	89	195	207
Arizona	65	54	19	42
Arkansas	161	77	164	233
California	691	591	394	744
Colorado	276	261	180	276
Connecticut	210	261	219	271
Delaware	72	36	55	39
District of Columbia....	113	66	86	93
Florida	207	53	90	146
Georgia	256	191	261	344
Idaho	87	69	62	95
Illinois	1,545	1,731	872	1,475
Indiana	783	768	616	796
Iowa	739	736	688	939
Kansas	471	360	526	613
Kentucky	260	235	216	342
Louisiana	126	98	82	211
Maine	349	295	102	275
Maryland	290	229	239	240
Massachusetts	883	793	599	744
Michigan	956	816	486	910
Minnesota	694	457	425	695
Mississippi	70	73	114	165
Missouri	757	682	573	874

Number of Retail Dealers in the Following Lines of Business, Classified by States

	Clothing	Boot and Shoe	Furniture	Jewelry
Montana	115	57	43	106
Nebraska	300	292	499	449
Nevada	67	29	21	38
New Hampshire	208	188	122	158
New Jersey	547	536	396	534
New Mexico	38	26	36	62
New York	1,507	1,956	2,145	2,135
North Carolina	178	120	165	137
North Dakota	143	76	149	213
Ohio	1,308	1,463	909	1,071
Oklahoma	330	231	202	425
Oregon	166	171	122	233
Pennsylvania	2,506	1,874	1,255	1,801
Rhode Island	87	108	77	81
South Carolina	120	85	106	136
South Dakota	171	124	160	234
Tennessee	247	332	229	241
Texas	236	213	619	696
Utah	99	50	51	74
Vermont	124	106	109	143
Virginia	310	256	229	286
Washington	328	254	188	326
West Virginia	242	107	168	220
Wisconsin	646	600	511	711
Wyoming	37	22	30	48
Total	20,314	18,297	15,804	21,327

Number of Farm Families Classified by States

Arizona	9,227	Montana	26,214
Alabama	262,901	Nebraska	129,678
Arkansas	214,678	Nevada	2,689
California	88,197	New Hampshire	27,053
Colorado	46,170	New Jersey	33,487
Connecticut	26,815	New Mexico	35,676
Delaware	10,836	North Carolina	253,725
Florida	50,016	North Dakota	74,360
Georgia	291,027	Ohio	272,045
Idaho	30,807	Oklahoma	190,192
Illinois	251,872	Oregon	45,502
Indiana	215,485	Pennsylvania	219,295
Iowa	217,044	Rhode Island	5,292
Kansas	177,841	South Carolina	176,434
Kentucky	259,185	South Dakota	77,644
Louisiana	120,546	Tennessee	246,012
Maine	60,016	Texas	417,770
New York	215,597	Utah	21,676
Maryland	48,923	Vermont	32,709
Massachusetts	36,917	Virginia	184,018
Michigan	206,960	Washington	56,192
Minnesota	156,137	West Virginia	96,685
Mississippi	274,382	Wisconsin	177,127
Missouri	277,244	Wyoming	10,987

Total 6,361,502

Recapitulation

Total Population of Continental United States	91,972,266
Total number of towns, 500 population and over	11,308
*Total Urban Population	42,643,383 46.4%
Total Rural Population	49,328,883 53.6%

Number of Towns and Total Population in each Classification

Size of Town	No. of Towns	Population
500 to 1,000	4,800	3,421,122
1,000 to 2,500	4,113	5,897,189
2,500 to 5,000	1,173	4,125,656
5,000 to 10,000	623	4,393,543
10,000 to 15,000	216	2,632,210
15,000 to 25,000	154	2,948,158
25,000 to 50,000	120	4,062,763
50,000 to 100,000	59	4,178,915
100,000 to 200,000	23	3,037,640
200,000 and over	27	17,264,498
Total	11,308	51,961,694

*Urban Population designated by the Census figures, is that part of our population living in towns of 2500 inhabitants and over. There are 2395 such towns with an aggregate population of 42,643,383.

In arriving at any sales quota, experience shows that owing to local conditions there are instances where small towns afford a market much larger than the population would indicate and other instances where larger towns do not afford a market in proportion to the population.

ALABAMA

Total Population, 2,138,093. Negro, 908,275

28 Urban Towns, Pop. 370,431 230 Rural Towns, Pop. 1,767,662

Per cent of total population.....17.3
Increased in population.

Per cent of total population.....82.7
Decreased in population.

15 Cities, 2,500 to 5,000. Population 58,530

Alabama City	4,313	Opelika	4,734
Attalla	2,513	Phoenix City	4,555
Decatur	4,228	Sheffield	4,865
Eufaula, ...	4,259	Troy	4,961
Girard	4,214	Tuscumbia	3,324
Greenville	3,377	Tuskegee	2,803
Jasper	2,509	Union Springs	4,055
Lanett	3,820		

6 Cities, 5,000 to 10,000. Population 41,695

Dothan	7,016	New Decatur	6,118
Florence	6,689	Talladega	5,854
Huntsville	7,611	Tuscaloosa	8,407

4 Cities, 10,000 to 15,000. Population 47,864

Anniston	12,794	Gadsden	10,557
Bessemer	10,864	Selma	13,649

1 City, 25,000 to 50,000. Population 38,136

Montgomery	38,136
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1 City, 50,000 to 100,000. Population 51,521

Mobile	51,521
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1 City, 100,000 to 200,000. Population 132,685

Birmingham	132,685
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ARIZONA

Total Population, 204,354.

9 Urban Towns. Pop., 63,260 13 Rural Towns. Pop., 141,094
Per cent of total population.....31.0
Increased in population.Per cent of total population.....69.0
Decreased in population.

3 Cities, 2,500 to 5,000. Population 11,302
Clifton 4,874
Nogales 3,514

Yuma 2,914

4 Cities, 5,000 to 10,000. Population 27,631

Bisbee 9,019
Douglas 6,437Globe 7,083
Prescott 5,092

2 Cities, 10,000 to 15,000. Population 24,327

Phoenix 11,134

Tucson 13,193

ARKANSAS

Total Population, 1,574,449. Negro, 442,891.

28 Urban Towns. Pop., 202,681 273 Rural Towns. Pop., 1,371,768

Per cent of total population.....12.9
Increased in population.

Per cent of total population.....87.1
Decreased in population.

19 Cities, 2,500 to 5,000. Population 65,293

Arkadelphia	2,745	Malvern	2,778
Batesville	3,399	Marianna	4,810
Blytheville	3,849	Mena	3,953
Camden	3,995	Newport	3,557
Conway	2,794	Prescott	2,705
El Dorado	4,202	Rogers	2,820
Eureka Springs	3,228	Russellville	2,936
Fayetteville	4,471	Stuttgart	2,740
Fordyce	2,794	Van Buren	3,878
Hope City	3,639		

4 Cities, 5,000 to 10,000. Population 26,798

Helena	8,772	Paragould	5,248
Jonesboro	7,123	Texarkana	5,655

2 Cities, 10,000 to 15,000. Population 25,572

Argenta	11,138	Hot Springs	14,434
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2 Cities, 15,000 to 25,000. Population 39,077

Fort Smith	23,975	Pine Bluff	15,102
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1 City, 25,000 to 50,000. Population 45,941

Little Rock	45,941
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CALIFORNIA

Total Population, 2,377,549.

70 Urban Towns. Pop., 1,469,739 128 Rural Towns. Pop., 907,810

Per cent of total population.....61.8
Increased in population.

Per cent of total population.....38.2
Decreased in population.

39 Cities, 2,500 to 5,000. Population 138,701

Anaheim	2,628	Oroville	3,859
Chico	3,750	Oxnard	2,555
Coalinga	4,199	Polo Alto	4,486
Colton	3,980	Poterville	2,696
Corona	3,540	Red Bluff	3,530
Emeryville	2,613	Redding	3,572
Glendale	2,746	Redondo Beach	2,935
Grass Valley	4,520	Roseville	2,608
Hanford	4,829	Salinas	3,736
Hayward	2,746	San Leandro	3,471
Lodi	2,697	San Mateo	4,384
Merced	3,102	Santa Clara	4,348
Mill Valley	2,551	South Pasadena	4,649
Modesto	4,034	Tulare	2,758
Monrovia	3,576	Ventura	2,945
Monterey	4,923	Visalia	4,550
Nevada City	2,689	Watsonville	4,446
Ocean Park	3,119	Whittier	4,550
Ontario	4,274	Woodland	3,187
Orange	2,920		

10 Cities, 5,000 to 10,000. Population 64,108

Alhambra	5,021	San Luis Obispo.....	5,157
Marysville	5,430	San Rafael	5,934
Napa	5,791	Santa Ana	8,429
Petaluma	5,880	Santa Monica	7,847
Richmond	6,802	Santa Rosa	7,817

CALIFORNIA—Continued

8 Cities, 10,000 to 15,000. Population 92,152

Bakersfield	12,727	San Bernardino	12,779
Eureka	11,845	Santa Barbara	11,659
Pomona	10,207	Santa Cruz	11,146
Redlands	10,449	Vallejo	11,340

5 Cities, 15,000 to 25,000. Population 104,549

Alameda	23,383	Riverside	15,212
Fresno	24,892	Stockton	23,253
Long Beach	17,809		

5 Cities, 25,000 to 50,000. Population 183,945

Berkeley	40,434	San Diego	39,578
Pasadena	30,291	San Jose	28,946
Sacramento	44,696		

1 City, 100,000 to 200,000. Population 150,174

Oakland	150,174
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2 Cities, 200,000 and over. Population 736,110

Los Angeles	319,198	San Francisco	416,912
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COLORADO

Total Population, 799,024.

27 Urban Towns. Pop., 404,840 174 Rural Towns. Pop., 394,184

Per cent of total population.....50.7
Increased in population.

Per cent of total population.....49.3
Decreased in population.

16 Cities, 2,500 to 5,000. Population 55,224

Alamosa	3,013	Longmont	4,256
Colorado	4,333	Loveland	3,651
Durango	4,686	Monte Vista	2,544
Englewood	2,983	Montrose	3,254
Florence	2,712	Rocky Ford	3,230
Fort Morgan	2,800	Salida	4,425
La Junta	4,154	Sterling	3,044
Lamar	2,977	Victor	3,162

7 Cities, 5,000 to 10,000. Population 52,558

Boulder	9,539	Grand Junction	7,754
Canon	5,162	Greeley	8,179
Cripple Creek	6,206	Leadville	7,508
Fort Collins	8,210		

1 City, 10,000 to 15,000. Population 10,204

Trinidad	10,204
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2 Cities, 25,000 to 50,000. Population 73,473

Colorado Springs	29,078	Pueblo	44,395
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1 City, 200,000 and over. Population 213,381

Denver	213,381
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CONNECTICUT

Total Population, 1,114,756

72 Urban Towns. Pop., 999,839 96 Rural Towns. Pop., 114,917

Per cent of total population.... 89.7
Increased in population.

Per cent of total population.....10.3
Decreased in population.

32 Cities, 2,500 to 5,000. Population 114,721

Berlin	3,728	Portland	3,425
Bethel	3,792	Ridgefield	3,118
Canton	2,732	Salisbury	3,522
Darien	3,946	Seymour	4,786
East Windsor	3,362	Simsbury	2,537
Essex	2,745	Sprague	2,551
Farmington	3,478	Suffield	3,841
Glastonbury	4,796	Thomaston	3,533
Griswold	4,233	Thompson	4,804
Guilford	3,001	Waterford	3,097
Litchfield	3,005	Watertown	3,850
Milford	4,366	West Hartford	4,808
Montville	2,804	Westport	4,259
New Canaan	3,667	Wethersfield	3,148
Newton	3,012	Windsor	4,178
Plainville	2,882	Windsor Locks	3,715

19 Cities, 5,000 to 10,000. Population 132,894

Branford	6,047	Plainfield	6,719
Derby	8,991	Plymouth	5,021
East Hartford	8,138	Putnam	7,280
Enfield	9,719	Southington	6,516
Fairfield	6,134	Stafford	5,233
Groton	6,495	Stonington	9,154
Hamden	5,850	Stratford	5,712
Huntington	6,545	Vernon	9,087
Killingly	6,564	Winchester	8,679
New Milford	5,010		

CONNECTICUT—Continued

6 Cities, 10,000 to 15,000. Population 74,896

Bristol	13,502	Orange	11,272
Manchester	13,641	Wallingford	11,155
Naugatuck	12,722	Windham	12,604

7 Cities, 15,000 to 25,000. Population 136,576

Ansonia	15,152	New London	19,659
Danbury	23,502	Norwalk	24,211
Greenwich	16,463	Torrington	16,840
Middletown	20,749		

4 Cities, 25,000 to 50,000. Population 133,037

Meriden	32,066	Norwich	28,219
New Britain	43,916	Stamford	28,836

2 Cities, 50,000 to 100,000. Population 172,056

Hartford	98,915	Waterbury	73,141
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2 Cities, 100,000 to 200,000. Population 235,659

Bridgeport	102,054	New Haven	133,605
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DELAWARE

Total Population, 202,322. Negro, 31,181.

4 Urban Towns. Pop., 97,085 42 Rural Towns. Pop., 105,237

Per cent of total population 48.0
Increased in population.

Per cent of total population.....52.0
Decreased in population.

3 Cities, 2,500 to 5,000. Population 9,674

Dover 3,720
Milford 2,603

New Castle 3,351

1 City, 50,000 to 100,000. Population 87,411

Wilmington 87,411

DISTRICT OF COLUMBIA

Total Population, 331,069. Negro, 94,446

1 City, 200,000 and over. Population 331,069

Washington 331,069

FLORIDA

Total Population, 752,619. Negro, 308,669

23 Urban Towns. Pop., 219,080 125 Rural Towns. Pop., 533,539

Per cent of total population.....29.1
Increased in population.

Per cent of total population.....70.9
Decreased in population.

13 Cities, 2,500 to 5,000. Population 45,216

Apalachicola	3,065	Ocala	4,370
Bartow	2,662	Orlando	3,894
Daytona	3,082	Palatka	3,779
De Land	2,812	Quincy	3,204
Fernandina	3,482	St. Petersburg	4,127
Lakeland	3,719	Sanford	3,570
Live Oak	3,450		

6 Cities, 5,000 to 10,000. Population 35,456

Gainesville	6,183	St. Augustine	5,494
Lake City	5,032	Tallahassee	5,018
Miami	5,471	West Tampa	8,258

2 Cities, 15,000 to 25,000. Population 42,927

Key West	19,945	Pensacola	22,982
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1 City, 25,000 to 50,000. Population 37,782

Tampa	37,782
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1 City, 50,000 to 100,000. Population 57,699

Jacksonville	57,699
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GEORGIA

Total Population, 2,609,121. Negro, 1,176,987.

45 Urban Towns. Pop., 538,650 516 Rural Towns. Pop., 2,070,471

Per cent of total population.....20.6
Increased in population.

Per cent of total population 79.4
Decreased in population.

22 Cities, 2,500 to 5,000. Population 74,406

Bainbridge	4,217	Milledgeville	4,385
Barnesville	3,068	Monroe	3,029
Carrollton	3,297	Moultrie	3,349
Cartersville	4,067	Quitman	3,915
Cedartown	3,551	Sandersville	2,641
Covington	2,697	Statesboro	2,529
Cuthbert	3,210	Summerville (Richmond	
Dawson	3,827	County)	4,361
Douglas	3,550	Toccoa	3,120
East Point	3,682	Washington	3,065
Fort Valley	2,697	Waynesboro	2,729
Hawkinsville	3,420		

14 Cities, 5,000 to 10,000. Population 90,403

Albany	8,190	Gainesville	5,925
Americus	8,063	Griffin	7,478
Cordele	5,883	La Grange	5,587
Dalton	5,324	Marietta	5,949
Dublin	5,795	Newman	5,543
Elberton	6,483	Thomasville	6,727
Fitzgerald	5,795	Valdosta	7,656

4 Cities, 10,000 to 15,000. Population 51,679

Athens	14,913	Rome	12,099
Brunswick	10,182	Waycross	14,485

1 City, 15,000 to 25,000. Population 20,554

Columbus	20,554
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2 Cities, 25,000 to 50,000. Population 81,705

Augusta	41,040	Macon	40,665
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1 City, 50,000 to 100,000. Population 65,064

Savannah	65,064
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1 City, 100,000 to 200,000. Population 154,839

Atlanta	154,839
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The J. W. T. Advertising Service



The J. Walter Thompson Company believes that the two most important factors in the successful handling of an advertising account are, first, close personal contact with the advertiser; second, intimate knowledge of the various parts of the selling field.

Because of this belief, the J. Walter Thompson Company has established operating offices in eight large cities—seven in America and one in Canada—with a complete personnel and equipment in each office, and has in addition established a London Office and a department for advertising in Spanish-American countries.

This distribution of branch offices in the centers from which advertising originates, places the J. W. T. service within easy-reaching distance of seven-eighths of the national advertisers in America.

In the territory adjacent to these cities live eighty-five million of our population. In it are 209 of the 228 cities of 25,000 or more—the “trading centers” of the country.

Throughout each part of this territory the J. Walter Thompson Company is in constant touch with local conditions. It does not have to depend on theory in its plans—it is on the spot and has the facts!

Canada

Canada offers to many American advertisers an immense new field. While nothing but an imaginary line (and a tariff!) divides Canada from the United States, the difference between the conditions there and in this country is very real. The successful handling of Canadian advertising requires an intimate knowledge of each of the three widely varying districts: the East, the Middle West and the Far West. The Toronto Office of the J. Walter Thompson Company is fully equipped with this knowledge.

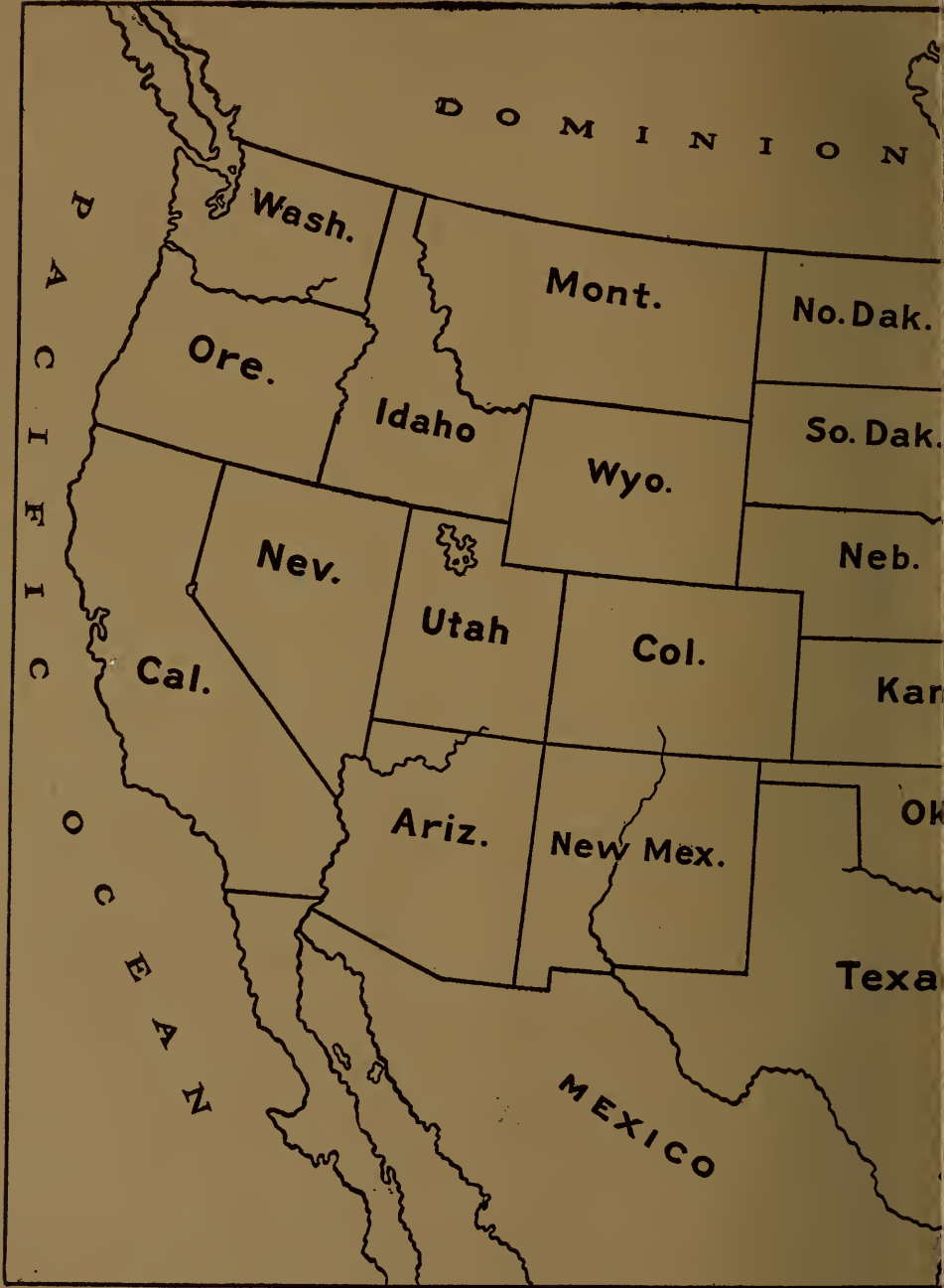
The London Office

Through its London Office the J. W. T. organization represents a great number of foreign advertisers. It is in close touch with the actual selling conditions and possibilities in the English and Continental markets, and is thus enabled to supply its clients at any time with accurate and valuable information concerning these fields which so many American manufacturers are invading with profit.

NEW YORK
CHICAGO
BOSTON
CLEVELAND



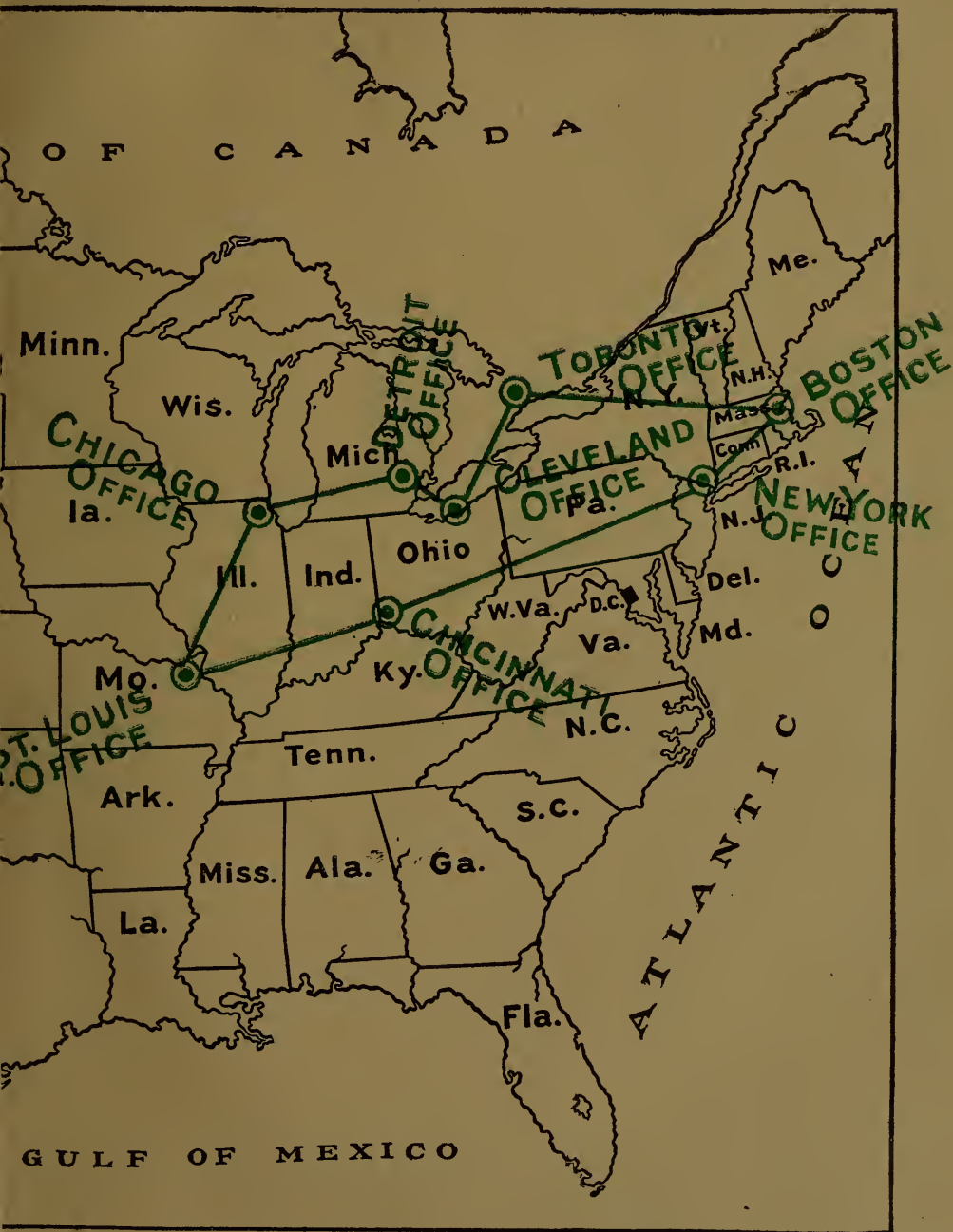
J. Walter Thor
ADVER



son Company
ISING



DETROIT
CINCINNATI
ST. LOUIS
TORONTO
LONDON



The Spanish-American Department

*for advertising and selling in Mexico,
Central and South America, Cuba,
Porto Rico and the West Indies*

A natural and obvious foreign market for American manufacturers lies in the Spanish-American republics. They are our neighbors—but not our rivals.

Between Spanish America and the United States there is no competition to produce friction and resentment. We are nearer to many or most points in Spanish America than are our European competitors. The development of facilities for transportation has gradually turned the geographical relation into a highly practical reality. In a few years the opening of the Panama Canal will put most of the important points of the West Coast of South America within ten days of New York.

The ordinarily intensely alert American manufacturer has not heretofore been fully alive to his opportunities in Spanish America. This observation is true, in the main, in spite of the fact that there are American manufacturers and advertisers who have built up big and ever-expanding demands for their products in these countries. What is true of a few enterprising firms ought to be true of many. Your Spanish-American trade ought to be a matter of course—if you sell such products as toilet soaps, perfumery, shoes, sewing machines, typewriters, automobiles, dry goods and fabrics, talking machines, farm and other machinery, fire arms and furniture

The Spanish Department of the J. Walter Thompson Company is prepared to aid you materially in developing this trade. We place more advertising in Spanish-American periodicals and newspapers than all other advertising agencies combined. We make accurate and idiomatic translations of advertisements, circulars, and labels, and furnish our clients with information concerning advertising media and trade conditions.

A Spanish-American is moved by an advertisement just as if he lived in Chicago. Human nature is the same on the slopes of the Andes as it is on the slopes of the Adirondacks.

The J. Walter Thompson Company requests the pleasure of making a full presentation of the facilities of the Spanish-American Department to those who contemplate entering upon this great field of trade. Our knowledge of the territory to be covered and our experience in the introduction of goods by advertising enable us to render valuable assistance to those planning an advertising campaign in the Spanish-American republics.

IDAHO

Total Population, 325,594.

12 Urban Towns. Pop., 69,898 88 Rural Towns. Pop., 255,696
Per cent of total population.....21.5
Increased in population.Per cent of total population.....78.5
Decreased in population.

7 Cities, 2,500 to 5,000. Population 24,838
Caldwell 3,543
Idaho Falls 4,827
Moscow 3,670
Nampa 4,205Sandpoint 2,993
Wallace 3,000
Weiser 2,600

4 Cities, 5,000 to 10,000. Population 27,702

Coeur D' Alene..... 7,291
Lewiston 6,043Pocatello 9,110
Twin Falls 5,258

1 City, 15,000 to 25,000. Population 17,358

Boise 17,358

ILLINOIS

Total Population, 5,638,591.

144 Urban Towns, Pop. 3,476,929 920 Rural Towns, Pop. 2,161,662

Per cent of total population.....61.7
Increased in population.Per cent of total population.....38.3
Decreased in population.

71 Cities, 2,500 to 5,000. Population 239,887

Ann City	2,809	Lockport	2,555
Averyville	2,668	Marseilles	3,291
Batavia	4,436	Marshall	2,569
Benton	2,675	Melrose Park	4,806
Bridgeport	2,703	Mendota	3,806
Bushnell	2,619	Morgan Park	3,694
Carlinville	3,616	Morris	4,563
Carmi	2,833	Mound City	2,837
Carterville	2,971	Mount Olive	3,501
Chester	2,747	Naperville	3,449
Coal City	2,667	Normaltown	4,024
Downer's Grove ...	2,601	North Chicago	3,306
East Moline	2,665	Paxton City	2,912
Effingham	3,898	Petersburg	2,587
Eldorado	3,366	Pinckneyville	2,722
Fairbury	2,505	Portland	3,194
Flora City	2,704	Princeton	4,131
Galena	4,835	Robinson	3,863
Geneseo	3,199	Rochelle	2,732
Greenville	3,178	Rock Falls	2,657
Harvard	3,008	St. Charles	4,046
Havana	3,525	Salem	2,669
Highland ...	2,675	Sandwich	2,557
Highland Park	4,209	Savanna	3,691
Hillsboro	3,424	Shelbyville	3,590
Hoopestown	4,698	Sparta	3,081
Jerseyville	4,113	Sullivan	2,621
Johnston	3,248	Sycamore	3,926
Lake Forest	3,349	Upper Alton	2,918
Lawrenceville	3,235	Vandalia	2,974

ILLINOIS—Continued

Venice	3,718	White Hall	2,854
Virden	4,000	Wilmette	4,943
West Hammond	4,948	Winnetka	3,168
Westville	2,607	Woodstock	4,331
Wheaton	3,423	Zion City	4,789

41 Cities, 5,000 to 10,000. Population 286,079

Beardstown	6,107	Macomb	5,774
Belvidere	7,253	Madison	5,046
Berwyn	5,841	Marion	7,093
Blue Island	8,043	Maywood	8,033
Carbondale	5,411	Monmouth	9,128
Centralia	9,680	Mount Carmel	6,934
Charleston	5,884	Mount Vernon	8,007
Clinton	5,165	Murphysboro	7,485
Collinsville	7,478	Olney	5,011
Dekalb	8,102	Ottawa	9,535
Dixon	7,216	Pana	6,055
Duquoin	5,454	Paris	7,664
Edwardsville	5,014	Pekin	9,897
Forest Park	6,594	Peru	7,984
Granite	9,903	Pontiac	6,090
Harrisburg	5,309	Spring Valley	7,035
Harvey	7,227	Staunton	5,048
Herrin	6,861	Sterling	7,467
Kewanee	9,307	Taylorville	5,446
La Grange	5,282	Urbana	8,245
Litchfield	5,971		

10 Cities, 10,000 to 15,000. Population 128,628

Cairo	14,548	Kankakee	13,986
Canton	10,453	La Salle	11,537
Champaign	12,421	Lincoln	10,892
Chicago Heights	14,525	Mattoon	11,456
Cicero	14,557	Streator	14,253

10 Cities, 15,000 to 25,000. Population 202,657

Alton	17,528	Jacksonville	15,326
Belleville	21,122	Moline	24,199
Evanston	24,978	Oak Park	19,444
Freeport	17,567	Rock Island	24,335
Galesburg	22,089	Waukegan	16,069

ILLINOIS—Continued

8 Cities, 25,000 to 50,000. Population 257,220

Aurora	29,807	Elgin	25,976
Bloomington	25,768	Joliet	34,670
Danville	27,871	Quincy	36,587
Decatur	31,140	Rockford	45,401

3 Cities, 50,000 to 100,000. Population 177,175

East St. Louis.....	58,547	Springfield	51,678
Peoria	66,950		

1 City, 200,000 and over. Population 2,185,283

Chicago	2,185,283
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INDIANA

Total Population, 2,700,876.

88 Urban Towns, Pop. 1,143,835 382 Rural Towns, Pop. 1,557,041

Per cent of total population.....42.4
Increased in population.

Per cent of total population.....57.6
Decreased in population.

37 Cities, 2,500 to 5,000. Population 135,978

Angola	2,610	Kendallville	4,981
Attica	3,335	Lawrenceburg	3,930
Auburn	3,919	Martinsville	4,529
Aurora	4,410	Mitchell	3,438
Bicknell	2,794	Montpelier	2,786
Bluffton	4,987	North Vernon	2,915
Boonville	3,934	Plymouth	3,838
Clarksville	2,743	Rochester	3,364
Columbia City	3,448	Rockport	2,736
Crown Point	2,526	Rushville	4,925
Decatur	4,471	Sullivan	4,115
Dunkirk	3,031	Tell City	3,369
Fairmount	2,506	Tipton	4,075
Franklin	4,502	Union City	3,209
Garrett	4,149	Warsaw	4,430
Gas City	3,224	West Lafayette	3,867
Greencastle	3,790	West Terre Haute.....	3,083
Greenfield	4,448	Winchester	4,266
Jasonville	3,295		

26 Cities, 5,000 to 10,000. Population 188,790

Alexandria	5,096	Connersville	7,738
Bedford	8,716	Crawfordsville	9,371
Bloomington	8,838	Frankfort	8,634
Brazil	9,340	Goshen	8,514
Clinton	6,229	Greensburg	5,420
Columbus	8,813	Hartford City	6,187

INDIANA—Continued

Lebanon	5,474	Princeton	6,448
Linton	5,906	Seymour	6,305
Madison	6,934	Shelbyville	9,500
Mount Vernon	5,563	Valparaiso	6,987
New Castle	9,446	Wabash	8,687
Noblesville	5,073	Washington	7,854
Portland	5,130	Whiting	6,587

7 Cities, 10,000 to 15,000. Population 79,928

Elwood	11,028	Mishawaka	11,886
Huntington	10,272	Peru	10,910
Jeffersonville	10,412	Vincennes	14,895
Laporte City	10,525		

13 Cities, 15,000 to 25,000. Population 260,068

Anderson	22,476	Logansport	19,050
East Chicago	19,098	Marion	19,359
Elkhart	19,282	Michigan City	19,027
Gary	16,802	Muncie	24,005
Hammond	20,925	New Albany	20,629
Kokomo	17,010	Richmond	22,324
Lafayette	20,081		

4 Cities, 50,000 to 100,000. Population 245,421

Evansville	69,647	South Bend	53,684
Fort Wayne	63,933	Terre Haute	58,157

1 City, 200,000 and over. Population 233,650

Indianapolis	233,650
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IOWA

Total Population, 2,224,771.

69 Urban Towns. Pop., 680,054 768 Rural Towns. Pop., 1,544,717

Per cent of total population.....30.6
Increased in population.

Per cent of total population.....69.4
Decreased in population.

43 Cities, 2,500 to 5,000. Population 153,454

Albia	4,969	Iowa Falls	2,797
Algona	2,908	Knoxville	3,190
Ames	4,223	Le Mars	4,157
Anamosa	2,983	Manchester	2,758
Atlantic	4,560	Maquoketa	3,570
Belle Plaine	3,121	Marion	4,400
Carroll	3,546	Missouri Valley	3,187
Chariton	3,794	Mount Pleasant	3,874
Cherokee	4,884	Mystic	2,663
Clarinda	3,832	Newton	4,616
Colfax	2,524	Pella	3,021
Cresco	2,658	Perry	4,630
Decorah	3,592	Red Oak	4,830
Denison	3,133	Sheldon	2,941
Eagle Grove	3,387	Shenandoah	4,976
Estherville	3,404	Spencer	3,005
Fairfield	4,970	Valley Junction	2,573
Glenwood	4,052	Vinton	3,336
Hampton	2,617	Washington	4,380
Harlan	2,570	Waverly	3,205
Independence	3,517	Winterset	2,818
Indianola	3,283		

9 Cities, 5,000 to 10,000. Population 59,402

Cedar Falls	5,012	Grinnell	5,036
Centerville	6,936	Oelwein	6,028
Charles City	5,892	Oskaloosa	9,466
Creston	6,924	Webster City (Hamilton	
Fort Madison	8,900	County)	5,208

IOWA—Continued

5 Cities, 10,000 to 15,000. Population 59,050

Boone	10,347	Marshalltown	13,374
Iowa City	10,091	Mason City	11,230
Keokuk	14,008		

4 Cities, 15,000 to 25,000. Population 78,057

Burlington	24,324	Muscatine	16,178
Fort Dodge	15,543	Ottumwa	22,012

7 Cities, 25,000 to 50,000. Population 243,723

Cedar Rapids	32,811	Dubuque	38,494
Clinton	25,577	Sioux City	47,828
Council Bluffs	22,292	Waterloo	26,693
Davenport	43,028		

1 City, 50,000 to 100,000. Population 86,368

Des Moines	86,368
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KANSAS**Total Population, 1,690,949.****53 Urban Towns. Pop., 493,790 418 Rural Towns. Pop., 1,197,159**Per cent of total population.....29.2
Increased in population.Per cent of total population.....70.8
Decreased in population.**28 Cities, 2,500 to 5,000. Population 92,767**

Abilene	4,118	Great Bend	4,622
Anthony	2,669	Herington	3,273
Beloit	3,082	Hiawatha	2,974
Caney	3,597	Holton	2,842
Cherryvale	4,304	Horton	3,609
Clay Center	3,438	Humboldt	2,548
Columbus	3,064	Kingman	2,570
Concordia	4,415	Larned	2,911
Council Grove	2,545	McPherson	3,546
Dodge	3,214	Neodesha	2,872
Eldorado	3,129	Olathe	3,272
Fredonia	3,040	Osawatomie	4,046
Frontenac	3,396	Paola	3,207
Garden	3,171	Pratt	3,302

13 Cities, 5,000 to 10,000. Population 97,180

Arkansas	7,508	Newton	7,862
Chanute	9,272	Ottawa	7,650
Emporia	9,058	Rosedale	5,960
Galena	6,096	Salina	9,688
Iola	9,032	Wellington	7,034
Junction	5,598	Winfield	6,700
Manhattan	5,722		

6 Cities, 10,000 to 15,000. Population 73,222

Coffeyville	12,687	Lawrence	12,374
Fort Scott	10,463	Parsons	12,463
Independence	10,480	Pittsburg	14,755

3 Cities, 15,000 to 25,000. Population 52,156

Atchison	16,429	Leavenworth	19,363
Hutchinson	16,364		

2 Cities, 25,000 to 50,000. Population 96,134

Topeka	43,684	Wichita	52,450
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1 City, 50,000 to 100,000. Population 82,331

Kansas City	82,331
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KENTUCKY

Total Population, 2,289,905

Negro, 261,656

40 Urban Towns. Pop. 555,442 355 Rural Towns, Pop. 1,734,463

Per cent of total population.....24.3
Increased in population.

Per cent of total population.....75.7
Decreased in population.

20 Cities, 2,500 to 5,000. Population 68,069

Catlettsburg	3,520	Lebanon	3,077
Central City	2,545	Ludlow	4,163
Corbin	2,589	Madisonville	4,966
Cynthiana	3,603	Morganfield	2,725
Earlington	3,931	Mount Sterling	3,932
Franklin	3,063	Nicholasville	2,935
Fulton	2,575	Princeton	3,015
Georgetown	4,533	Russellville	3,111
Harrodsburg	3,147	Shelbyville	3,412
Hickman	2,736	Somerset	4,491

12 Cities, 5,000 to 10,000. Population 84,079

Ashland	8,688	Mayfield	5,916
Bellevue	6,683	Maysville	6,141
Bowling Green	9,173	Middlesboro	7,305
Danville	5,420	Paris	5,859
Dayton	6,979	Richmond	5,340
Hopkinsville	9,419	Winchester	7,156

2 Cities, 10,000 to 15,000. Population 21,917

Frankfort	10,465	Henderson	11,452
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2 Cities, 15,000 to 25,000. Population 38,771

Owensboro	16,011	Paducah	22,760
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2 Cities, 25,000 to 50,000. Population 65,408

Lexington	35,099	Newport	30,309
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1 City, 50,000 to 100,000. Population 53,270

Covington	53,270
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1 City, 200,000 and over. Population 223,928

Louisville	223,928
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LOUISIANA

Total Population, 1,656,388

Negro, 713,874

26 Urban Towns. Pop. 496,516

145 Rural Towns. Pop. 1,159,872

Per cent of total population... 30.0

Per cent of total population... 70.0

Increased in population.

Decreased in population.

15 Cities, 2,500 to 5,000. Population 52,167

Abbeville	2,907	Natchitoches	2,532
Covington	2,601	Opelousas	4,623
Donaldsonville	4,090	Patterson	2,998
Franklin	3,857	Plaquemine	4,955
Hammond	2,942	Ruston	3,377
Jennings	3,925	Thibodaux	3,824
Kentwood	3,609	Winfield	2,925
Minden	3,002		

5 Cities, 5,000 to 10,000. Population 29,491

Crowley	5,099	Morgan City	5,477
Houma	5,024	New Iberia	7,499
Lafayette	6,392		

4 Cities, 10,000 to 15,000. Population 47,768

Alexandria	11,213	Lake Charles	11,449
Baton Rouge	14,897	Monroe	10,209

1 City, 25,000 to 50,000. Population 28,015

Shreveport	28,015
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1 City, 200,000 and over. Population 339,075

New Orleans	339,075
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MAINE

Total Population, 742,371.

55 Urban Towns. Pop., 381,443Per cent of total population.....51.4
Increased in population.**852 Rural Towns. Pop., 360,928**Per cent of total population.....48.6
Decreased in population.**32 Cities, 2,500 to 5,000. Population 107,505**

Belfast	4,618	Kennebunk	3,099
Eastport	4,961	Kittery	3,533
Ellsworth	3,549	Lisbon	4,116
Hallowell	2,864	Lubec	3,363
Bridgton	2,660	Madison	3,379
Camden	3,015	Millinocket	3,368
Chelsea	3,216	Milo	2,556
Dexter	3,530	Norway	3,002
East Livermore	2,641	Orono	3,555
Eden	4,441	Paris	3,436
Fairfield	4,435	Pittsfield	2,891
Farmington	3,210	South Berwick	2,935
Fort Fairfield	4,381	Van Buren	3,065
Fort Kent	3,710	Waldoboro	2,656
Gorham	2,822	Winslow	2,709
Jay	2,987	York	2,802

16 Cities, 5,000 to 10,000. Population 107,505.

Bath	9,396	Westbrook	8,281
Brewer	5,667	Brunswick	6,621
Calais	6,116	Caribou	5,377
Gardiner	5,311	Houlton	5,845
Old Town	6,317	Presque Isle	5,179
Rockland	8,174	Rumford	6,777
Saco	6,583	Sanford	9,049
South Portland	7,471	Skowhegan	5,341

2 Cities, 10,000 to 15,000. Population 24,669

Augusta	13,211	Waterville	11,458
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3 Cities, 15,000 to 25,000. Population 56,946

Auburn	15,064	Biddeford	17,079
Bangor	24,803		

1 City, 25,000 to 50,000. Population 26,247

Lewiston	26,247		
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1 City, 50,000 to 100,000. Population 58,571

Portland	58,571		
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MARYLAND

Total Population, 1,295,346. Negro, 232,249.

15 Urban Towns. Pop., 658,192 100 Rural Towns. Pop., 637,154

Per cent of total population.....50.8
Increased in population.

Per cent of total population.....49.2
Decreased in population.

7 Cities, 2,500 to 5,000. Population 23,216

Brunswick 3,721
Chestertown 2,735
Crisfield 3,468
Easton 3,083

Havre de Grace..... 4,212
Westernport 2,702
Westminster 3,295

4 Cities, 5,000 to 10,000. Population 27,734

Annapolis 8,609
Cambridge 6,407

Frostburg 6,028
Salisbury 6,690

1 City, 10,000 to 15,000. Population 10,411

Frederick 10,411

2 Cities, 15,000 to 25,000. Population 38,346

Cumberland 21,839

Hagerstown 16,507

1 City, 200,000 and over. Population 558,485

Baltimore 558,485

MASSACHUSETTS

Total Population, 3,366,416.

152 Urban Towns, Pop. 3,125,367

202 Rural Towns, Pop. 241,049

Per cent of total population.....92.8
Increased in population.Per cent of total population 7.2
Decreased in population.

48 Cities, 2,500 to 5,000. Population 176,156

Agawam	3,501	Medfield	3,466
Ayer	2,797	Medway	2,696
Barnstable	4,676	Milbury	4,740
Barre	2,957	Monson	4,758
Billerica	2,789	Nantucket	2,962
Canton	4,797	North Brookfield.....	3,075
Cohasset	2,585	Norton	2,544
Dalton	3,568	Oxford	3,361
Dartmouth	4,378	Pepperell	2,953
Dracut	3,461	Provincetown	4,369
Dudley	4,267	Randolph	4,301
East Bridgewater	3,363	Rockport	4,211
Falmouth	3,144	Somerset	2,798
Foxborough	3,863	South Hadley	4,894
Hardwick	3,524	Sutton	3,078
Hingham	4,965	Templeton	3,756
Holbrook	2,816	Tewksbury	3,750
Holliston	2,711	Uxbridge	4,671
Lee	4,106	Walpole	4,892
Leicester	3,237	Wareham	4,102
Lenox	3,060	Warren	4,188
Lexington	4,918	Westford	2,851
Ludlow	4,948	Westport	2,928
Manchester	2,673	Williamstown	3,708

49 Cities, 5,000 to 10,000. Population 342,831

Abington	5,455	Athol	8,536
Amesbury	9,894	Belmont	5,542
Amherst	5,112	Blackstone	5,648
Andover	7,301	Braintree	8,066

MASSACHUSETTS—Continued

Bridgewater	7,688	North Andover	5,529
Chelmsford	5,010	North Attleborough	9,562
Concord	6,421	Northbridge	8,807
Danvers	9,407	Norwood	8,014
Dedham	9,284	Orange	5,282
Easthampton	8,524	Palmer	8,610
Easton	5,139	Reading	5,818
Fairhaven	5,122	Rockland	6,928
Franklin	5,641	Saugus	8,047
Grafton	5,705	Spencer	6,740
Great Barrington	5,926	Stoneham	7,090
Hudson	6,743	Stoughton	6,316
Ipswich	5,777	Swampscott	6,204
Mansfield	5,183	Ware	8,774
Marblehead	7,338	Wellesley	5,413
Maynard	6,390	West Springfield	9,224
Middleborough	8,214	Westborough	5,446
Milton	7,924	Whitman	7,292
Montague	6,866	Winchendon	5,678
Natick	9,866	Winchester	9,309
Needham	5,026		

17 Cities, 10,000 to 15,000. Population 212,941

Adams	13,026	Newburyport	14,949
Arlington	11,187	Plymouth	12,141
Clinton	13,075	Southbridge	12,592
Framingham	12,948	Wakefield	11,404
Gardner	14,699	Watertown	12,875
Greenfield	10,427	Webster	11,509
Marlborough	14,579	Weymouth	12,895
Methuen	11,448	Winthrop	10,132
Milford	13,055		

13 Cities, 15,000 to 25,000. Population 237,957

Attleborough	16,215	North Adams	22,019
Beverly	18,650	Northampton	19,431
Gloucester	24,398	Peabody	15,721
Hyde Park	15,507	Revere	18,219
Leominster	17,580	Westfield	16,041
Medford	23,150	Woburn	15,308
Melrose	15,715		

MASSACHUSETTS—Continued

13 Cities, 25,000 to 50,000. Population 455,833

Brookline	27,792	Newton	39,806
Chelsea	32,452	Pittsfield	32,121
Chicopee	25,401	Quincy	32,642
Everett	33,484	Salem	43,697
Fitchburg	37,826	Taunton	34,259
Haverhill	44,115	Waltham	27,834
Malden	44,404		

7 Cities, 50,000 to 100,000. Population 552,650

Brockton	56,878	New Bedford	96,652
Holyoke	57,730	Somerville	77,236
Lawrence	85,892	Springfield	88,926
Lynn	89,336		

4 Cities, 100,000 to 200,000. Population 476,414

Cambridge	104,839	Lowell	106,294
Fall River	119,295	Worcester	145,986

1 City, 200,000 and over. Population 670,585

Boston	670,585
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MICHIGAN

Total Population, 2,810,173.

79 Urban Towns, Pop. 1,327,044 357 Rural Towns, Pop. 1,483,129

Per cent of total population.....47.2
Increased in population.

Per cent of total population.....52.8
Decreased in population.

31 Cities, 2,500 to 5,000. Population 116,549

Allegan	3,419	Marine	3,770
Alma	2,757	Marshall	4,236
Belding	4,119	Midland	2,527
Bessemer	4,583	Mount Pleasant	3,972
Big Rapids	4,519	Munsing	2,952
Charlotte	4,886	Norway	4,974
Crystal Falls	3,775	Onaway	2,702
East Jordan	2,516	Otsego	2,812
Gladstone	4,211	Petoskey	4,778
Grand Ledge	2,893	Red Jacket	4,211
Greenville	4,045	River Rouge	4,163
Hamtramck	3,559	St. Clair	2,633
Hastings	4,383	St. Johns	3,154
Highland Park	4,120	South Haven	3,577
Lapeer	3,946	Sturgis	3,635
Manistique	4,722		

24 Cities, 5,000 to 10,000. Population 166,749

Albion	5,833	Iron Mountain	9,216
Benton Harbor	9,185	Laurium	8,537
Boyne	5,218	Ludington	9,132
Cadillac	8,375	Monroe	6,893
Cheboygan	6,859	Mount Clemens	7,707
Coldwater	5,945	Negaunee	8,460
Dowagiac	5,088	Niles	5,156
Grand Haven	5,856	Owosso	9,639
Hancock	8,981	St. Joseph	5,936
Hillsdale	5,001	Three Rivers	5,072
Houghton	5,113	Wyandotte	8,287
Ionia	5,030	Ypsilanti	6,230

MICHIGAN—Continued

13 Cities, 10,000 to 15,000. Population 160,892

Adrian	10,763	Manistee	12,381
Alpena	12,706	Marquette	11,503
Ann Arbor	14,817	Menominee	10,507
Escanaba	13,194	Pontiac	14,532
Holland	10,490	Sault Ste Marie.....	12,615
Ironwood	12,821	Traverse City	12,115
Ishpeming	12,448		

2 Cities, 15,000 to 25,000. Population 42,925

Muskegon	24,062	Port Huron	18,863
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6 Cities, 25,000 to 50,000. Population 211,082

Battle Creek	25,267	Jackson	31,433
Bay City	45,166	Kalamazoo	39,437
Flint	38,550	Lansing	31,229

1 City, 50,000 to 100,000. Population 50,510

Saginaw	50,510
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1 City, 100,000 to 200,000. Population 112,571

Grand Rapids	112,571
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1 City, 200,000 and over. Population 465,766

Detroit	465,766
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MINNESOTA

Total Population, 2,075,708.

48 Urban Towns. Pop., 850,294 596 Rural Towns. Pop., 1,225,414

Per cent of total population.....41.0
Increased in population.

Per cent of total population.....59.0
Decreased in population.

24 Cities, 2,500 to 5,000. Population 80,374

Alexandria	3,001	Northfield	3,265
Anoka	3,972	Richfield	2,673
Detroit	2,807	St. Peter	4,176
East Grand Forks	2,533	South St. Paul	4,510
Ely	3,572	Staples	2,558
Fairmont	2,958	Thief River Falls	3,714
Hastings	3,983	Two Harbors	4,990
Lake City	3,142	Wabasha	2,622
Luverne	2,540	Waseca	3,054
Melrose	2,591	West Minneapolis	3,022
Montevideo	3,056	West St. Paul	2,660
Moorhead	4,840	Willmar	4,135

16 Cities, 5,000 to 10,000. Population 115,086

Albert Lea	6,192	Fairbault	9,001
Austin	6,960	Fergus Falls	6,887
Bemidji	5,099	Hibbing	8,832
Brainerd	8,526	Little Falls	6,078
Chisholm	7,684	New Ulm	5,648
Cloquet	7,031	Owatonna	5,658
Crookston	7,559	Red Wing	9,048
Eveleth	7,036	Rochester	7,844

4 Cities, 10,000 to 15,000. Population 41,636

Mankato	10,365	Stillwater	10,198
St. Cloud	10,600	Virginia	10,473

1 City, 15,000 to 25,000. Population 18,583

Winona	18,583
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1 City, 50,000 to 100,000. Population 78,466

Duluth	78,466
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2 Cities, 200,000 and over. Population 516,152

Minneapolis	301,408	St. Paul	214,744
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MISSISSIPPI

Total Population, 1,797,114. Negro, 1,009,487.

29 Urban Towns. Pop., 207,311 310 Rural Towns. Pop., 1,589,803

Per cent of total population.....11.5
Increased in population.

Per cent of total population.....88.5
Decreased in population.

14 Cities, 2,500 to 5,000. Population 47,746

Aberdeen	3,708	Okalona	2,584
Bay St. Louis	3,388	Pascagoula	3,379
Canton	3,929	Starkville	2,699
Clarksdale	4,079	Tupelo.....	3,881
Collins	2,581	Water Valley	4,275
Grenada	2,814	West Point	4,864
Moss Point	3,054	Winona	2,512

10 Cities, 5,000 to 10,000. Population 70,680

Biloxi	8,049	Greenwood	5,836
Brookhaven	5,293	Gulfport	6,386
Columbus	8,988	Laurel	8,465
Corinth	5,020	McComb	6,237
Greenville	9,610	Yazoo	6,796

2 Cities, 10,000 to 15,000. Population 23,524

Hattiesburg	11,733	Natchez	11,791
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3 Cities, 15,000 to 25,000. Population 65,361

Jackson	21,262	Vicksburg	20,814
Meridian	23,285		

MISSOURI

Total Population, 3,293,335.

62 Urban Towns. Pop., 1,398,817 603 Rural Towns. Pop., 1,894,518

Per cent of total population.....42.5
Increased in population.

Per cent of total population.....57.5
Decreased in population.

35 Cities, 2,500 to 5,000. Population 127,039

Aurora	4,148	Kirkwood	4,171
Boonville	4,252	Liberty	2,980
Butler	2,894	Louisiana	4,454
Cameron	2,980	Macon	3,584
Carrollton	3,452	Maplewood	4,976
Cartersville	4,539	Marceline	3,920
Caruthersville	3,655	Marshall	4,869
Charleston	3,144	Maryville	4,762
Clinton	4,992	Monette	4,177
De Soto	4,721	Neosho	3,661
Eldorado Springs	2,503	Rich Hill	2,755
Excelsior Springs	3,900	Richmond	3,664
Farmington	2,613	Sikeston	3,327
Fayette	2,586	Slater	3,238
Festus	2,556	Warrensburg	4,689
Fredericktown	2,632	Washington	3,670
Higginsville	2,628	West Plains	2,914
Kennett	3,033		

17 Cities, 5,000 to 10,000. Population 120,938

Brookfield	5,749	Lexington	5,242
Cape Girardeau	8,475	Mexico	5,939
Carthage	9,483	Nevada	7,176
Chillicothe	6,265	Poplar Bluff	6,916
Columbia	9,662	St. Charles	9,437
Flat River	5,112	Trenton	5,656
Fulton	5,228	Webster Groves	7,080
Independence	9,859	Wellston	7,312
Kirksville	6,347		

MISSOURI—Continued

3 Cities, 10,000 to 15,000. Population 34,590

Jefferson City	11,850	Webb City	11,817
Moberly	10,923		

2 Cities, 15,000 to 25,000. Population 36,163

Hannibal	18,341	Sedalia	17,822
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2 Cities, 25,000 to 50,000. Population 67,274

Joplin	32,073	Springfield	35,201
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1 City, 50,000 to 100,000. Population 77,403

St. Joseph	77,403
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2 Cities, 200,000 and over. Population 935,410

Kansas City	248,381	St. Louis	687,029
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MONTANA

Total Population, 376,053.

14 Urban Towns. Pop., 133,420 43 Rural Towns. Pop., 242,633

Per cent of total population.....35.5
Increased in population.

Per cent of total population.....64.5
Decreased in population.

5 Cities, 2,500 to 5,000. Population 18,743

Deer Lodge	2,570	Miles City	4,697
Havre	3,624	Red Lodge	4,860
Lewistown	2,992		

3 Cities, 5,000 to 10,000. Population 16,015

Bozeman	5,107	Livingston	5,359
Kalispell	5,549		

5 Cities, 10,000 to 15,000. Population 59,497

Anaconda	10,134	Helena	12,515
Billings	10,031	Missoula	12,869
Great Falls	13,948		

1 City, 25,000 to 50,000. Population 39,165

Butte City	39,165
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NEBRASKA

Total Population, 1,192,214.

27 Urban Towns. Pop., 310,852 427 Rural Towns. Pop., 881,362
Per cent of total population.....26.1
Increased in population.Per cent of total population.....73.9
Decreased in population.

14 Cities, 2,500 to 5,000. Population 44,528

Alliance	3,105	Havelock	2,680
Auburn	2,729	Holdrege	3,030
Aurora	2,630	McCook	3,765
Benson	3,170	North Platte	4,793
Blair	2,584	Plattsmouth	4,287
Chadron	2,687	University Place	3,200
Falls City	3,255	Wymore	2,613

9 Cities, 5,000 to 10,000. Population 61,670

Beatrice	9,356	Kearney	6,202
Columbus	5,014	Nebraska City	5,488
Fairbury	5,294	Norfolk	6,025
Fremont	8,718	York	6,235
Hastings	9,338		

1 City, 10,000 to 15,000. Population 10,326

Grand Island	10,326
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2 Cities, 25,000 to 50,000. Population 70,232

Lincoln	43,973	South Omaha	26,259
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1 City, 100,000 to 200,000. Population 124,096

Omaha	124,096
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NEVADA

Total Population, 81,875.

2 Urban Towns, Pop. 13,367.	Rural Towns.	Pop., 68,508
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Per cent of total population.....16.3
Decreased in population.

Per cent of total population.....83.7
Increased in population.

1 City, 2,500 to 5,000.	Population 2,500
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Sparks	2,500
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1 City, 10,000 to 15,000.	Population 10,867
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Reno	10,867
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NEW HAMPSHIRE

Total Population, 430,572.

26 Urban Towns. Pop., 255,099 232 Rural Towns. Pop., 175,473

Per cent of total population.....59.2
Increased in population.

Per cent of total population.....40.8
Decreased in population.

12 Cities, 2,500 to 5,000. Population 40,913

Conway	3,413	Littleton	4,069
Exeter	4,897	Milford	3,939
Farmington	2,621	Newmarket	3,348
Goffstown	2,579	Newport	3,765
Haverhill	3,498	Pembroke	3,062
Lancaster	3,054	Walpole	2,668

6 Cities, 5,000 to 10,000. Population 40,074

Claremont	7,529	Lebanon	5,718
Derry	5,123	Rochester	8,863
Franklin	6,132	Somersworth	6,704

5 Cities, 10,000 to 15,000. Population 56,547

Berlin	11,780	Laconia	10,183
Dover	13,247	Portsmouth	11,269
Keene	10,068		

1 City, 15,000 to 25,000. Population 21,497

Concord	21,497
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1 City, 25,000 to 50,000. Population 26,005

Nashua	26,005
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1 City, 50,000 to 100,000. Population 70,063

Manchester	70,063
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NEW JERSEY

Total Population, 2,537,167.

88 Urban Towns. Pop., 1,907,210 154 Rural Towns. Pop., 629,957

 Per cent of total population.....75.2
 Increased in population.

 Per cent of total population 24.8
 Decreased in population.

35 Cities, 2,500 to 5,000. Population 129,281

Boonton	4,930	Lambertville	4,657
Bordentown	4,250	Little Ferry	2,541
Boundbrook	3,970	Lodi	4,138
Carlstadt	3,807	Madison	4,658
Cliffside Park	3,394	Newton	4,467
Collingswood	4,795	Pleasantville	4,390
East Newark	3,163	Prospect Park	2,719
East Rutherford	4,275	Raritan	3,672
Edgewater	2,655	Roselle	2,725
Flemingdale	2,693	Roselle Park	3,138
Fort Lee	4,472	Secaucus	4,740
Freehold	3,233	South River	4,772
Glen Ridge	3,260	Tenafly	2,756
Hackettstown	2,715	Wallington	3,448
Haddonfield	4,142	Washington	3,567
Haledon	2,560	Wharton	2,983
Hawthorne	3,400	Woodbury	4,642
Keyport	3,554		

21 Cities, 5,000 to 10,000. Population 142,066

Burlington	8,336	Ridgewood	5,416
Dover	7,468	Roosevelt	5,786
Englewood	9,924	Rutherford	7,045
Gloucester	9,462	Salem	6,614
Guttenberg	5,647	Somerville	5,060
Hammonton	5,088	South Amboy	7,007
North Plainfield	6,117	South Orange	6,014
Nutley	6,009	Summit	7,500
Princeton	5,136	Vineland	5,282
Rahway	9,337	Westfield	6,420
Red Bank	7,398		

NEW JERSEY—Continued

12 Cities, 10,000 to 15,000. Population 151,696

Asbury Park	10,150	Long Branch	13,298
Bridgeton	14,209	Millville	12,451
Garfield	10,213	Morristown	12,507
Hackensack	14,050	Phillipsburg	13,903
Harrison	14,498	West New York	13,560
Irvington	11,877	West Orange	10,980

6 Cities, 15,000 to 25,000. Population 120,240

Bloomfield	15,070	New Brunswick	23,388
Kearny	18,659	Plainfield	20,550
Montclair	21,550	Union	21,023

5 Cities, 25,000 to 50,000. Population 177,675

Atlantic	46,150	Perth Amboy	32,121
East Orange	34,371	West Hoboken	35,403
Orange	29,630		

6 Cities, 50,000 to 100,000. Population 445,404

Bayonne	55,545	Hoboken	70,324
Camden	94,538	Passaic	54,773
Elizabeth	73,409	Trenton	96,815

1 City, 100,000 to 200,000. Population 125,600

Paterson	125,600
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2 Cities, 200,000 and over. Population 615,248

Jersey City	267,779	Newark	347,469
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NEW MEXICO

Total Population, 327,301.

10 Urban Towns. Pop., 46,571 20 Rural Towns. Pop., 280,730
Per cent of total population... 14.2
Increased in population.Per cent of total population.....85.8
Decreased in population.

7 Cities, 2,500 to 5,000. Population 24,307

Clovis 3,255

Raton 4,539

Las Cruces 3,836

Silver City 3,217

Las Vegas (city) 3,755

Tucumcari 2,526

Las Vegas (town) 3,179

2 Cities, 5,000 to 10,000. Population 11,244

Roswell 6,172

Santa Fe 5,072

1 City, 10,000 to 15,000. Population 11,020

Albuquerque 11,020

NEW YORK

Total Population, 9,113,614

148 Urban Towns. Pop., 7,185,494 351 Rural Towns. Pop., 1,928,120

Per cent of total population.....78.8

Per cent of total population.....21.2

Increased in population.

Decreased in population.

72 Cities, 2,500 to 5,000. Population 251,979

Amityville	2,517	Lestershire	3,775
Babylon	2,600	Lowville	2,940
Baldwinsville	3,099	Lyons	4,460
Ballston Spa	4,138	Massena	2,951
Bath	3,884	Mount Kisco	2,802
Brockport	3,579	Mount Morris	2,782
Canastota	3,247	Nyack	4,619
Canton	2,701	Owego	4,633
Carhage	3,563	Patchogue	3,824
Clyde	2,695	Penn Yan	4,597
Cold Springs	2,549	Perry	4,388
Cornwall	2,658	Potsdam	4,036
Dansville	3,938	Rockville Center	3,667
Depew	3,921	Rye	3,964
Dobbs Ferry	3,455	Sag Harbor	3,408
Dolgeville	2,685	St. Johnsville	2,536
East Aurora	2,781	Saranac Lake	4,983
East Syracuse	3,274	Saugerties	3,929
Ellenville	3,114	Scotia	2,957
Elmira Heights	2,732	Sidney	2,507
Fairport	3,112	Silver Creek	2,512
Fishkill Landing	3,902	Southampton	2,509
Fort Edward	3,762	Suffern	2,663
Fort Plain	2,762	Tuckahoe	2,722
Frankfort	3,303	Tupper Lake	3,067
Freeport	4,836	Walden	4,004
Goshen	3,081	Walton	3,103
Gouverneur	4,128	Wappingers Falls	3,195
Granville	3,920	Warsaw	3,206
Green Island	4,737	Waterford	3,245
Greenport	3,089	Waterloo	3,931
Hastings Upon Hudson..	4,552	Watkins	2,817
Hempstead	4,964	Waverly	4,855
Homer	2,695	Wellsville	4,382
Lancaster	4,364	Westfield	2,985
LeRoy	3,771	Whitehall	4,917

NEW YORK—Continued

25 Cities, 5,000 to 10,000. Population 162,373

Albion	5,016	Medina	5,683
Canandaigua	7,217	Newark	6,227
Catskill	5,296	North Tarrytown	5,421
Fredonia	5,285	Norwich	7,422
Haverstraw	5,669	Oneida	8,317
Herkimer	7,520	Oneonta	9,491
Hoosick Falls	5,532	Port Jervis	9,564
Hudson Falls	5,189	Salamanca	5,792
Ilion	6,588	Seneca Falls	6,588
Malone	6,467	Solway	5,139
Mamaroneck	5,699	Tarrytown	5,600
Matteawan	6,727	Tonawanda	8,290
Mechanicsville	6,634		

18 Cities, 10,000 to 15,000. Population 222,407

Batavia	11,613	Lackawanna	14,549
Corning	13,730	Little Falls	12,273
Cortland	11,504	North Tonawanda	11,955
Fulton	10,480	Olean	14,743
Geneva	12,446	Ossining	11,480
Hornell	13,617	Plattsburg	11,138
Hudson	11,417	Port Chester	12,809
Ithaca	14,802	Rensselaer	10,711
Johnstown	10,447	Saratoga Springs	12,693

12 Cities, 15,000 to 25,000. Population 217,164

Cohoes	24,709	Ogdensburg	15,933
Dunkirk	17,221	Oswego	23,368
Glen Falls	15,243	Peekskill	15,245
Gloversville	20,642	Rome	20,497
Lockport	17,970	Watervliet	15,074
Middletown	15,313	White Plains	15,949

NEW YORK—Continued

12 Cities, 25,000 to 50,000. Population 381,461

Amsterdam	31,267	Mount Vernon	30,919
Auburn	34,668	New Rochelle	28,867
Binghamton	48,443	Newburgh	27,805
Elmira	37,176	Niagara Falls	30,445
Jamestown	31,297	Poughkeepsie	27,936
Kingston	25,908	Watertown	26,730

4 Cities, 50,000 to 100,000. Population 303,861

Schenectady	72,826	Utica	74,419
Troy	76,813	Yonkers	79,803

3 Cities, 100,000 to 200,000. Population 455,651

Albany	100,253	Syracuse	137,249
Rochester	218,149		

2 Cities, 200,000 and over. Population 5,190,598

Buffalo	423,715	New York	4,766,883
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If You Are Not Advertising



No matter what you are selling or how your business is carried on, or what conditions surround it, the **right kind of advertising** would be profitable to you. It may be difficult to discover just what kind of advertising you ought to do, and how much of it to do—but the difficulty of doing a thing right doesn't prove that the thing ought not to be done.

In answer to this you may say: "My business has been established for twenty years. I have always sold my goods without advertising and have made money, and I am selling them now and making money. Why should I advertise?"

If that is your point of view, stop and think of this:

In the last ten years the population of the United States has increased by fifteen million people.

Has the number of your customers grown proportionately?

In the last ten years the total wealth of the United States increased \$18,586,905,142. Has the value of your business increased in the same proportion?

You have competitors who advertise—very likely. Their business is younger than yours, and is growing. Where does their trade come from, and why didn't it come to you?

These remarks apply with as much force to a man who does a local business. Study the population and the growth of your locality, see what your competitors are doing and then look yourself straight in the face and answer this question: "Am I keeping up with the procession or not?"

Advertising not only creates business, but holds it.

If the world was at a standstill, there would be no need of advertising, or much effort of any kind. But the swift current of life keeps moving, and you must move with it all the time, or be left far behind.

Why Manufacturers Stamp Their Product With Their Trade-Mark or Name

In the days before there was any systematic manufacturing, when the cobbler made shoes instead of merely repairing them and the weaver wove on a hand loom the cloth he sold, each of these hand-manufacturers had his own little circle of personal friends.

The cobbler's shoes, the weaver's cloth were bartered for and bought direct from the makers.

If the shoes and cloth were good the makers waxed fat and prospered. If poor, they eked out a miserable existence until they disappeared. Everybody knew just where the shoes and cloth came from and could trace to its source either satisfaction or dissatisfaction with the goods.

In the early days of manufacturing, the circle of the market widened but still the personal identity of the maker followed his product wherever it went.

The reputation of a man who was successful in making a good product was carried by the product that bore his name or mark (the beginning from which the modern trade-mark has sprung) as far as the limited transportation facilities could take them profitably at that time.

Then, when steam railroads took the place of river barges, fast mail, telegraph and telephone supplanted the old stage-coach mail, a great economic change took place.

The maker of shoes in Massachusetts soon found that he had a market for his product all over the United States. The maker of soap in Ohio could dispose of his product as readily in Maine and California as in the central states.

Where the maker attached his name or mark to his product, and kept its merits constantly before consumers, it became known throughout the length and breadth of all the land.

Those manufacturers who did not put their name on their product soon found that their business practically belonged to the dealer instead of to themselves. The consumers were the dealers' customers; the manufacturer did not know them, nor did they know who made the goods. And it was only good business for the dealer to buy as cheaply as possible.

Under such circumstances price inducements of competitive makers naturally had a strong appeal; in many cases even at the expense of quality.

Gradually too, huge selling organizations, powerful jobbers rivaling the manufacturer in size and strength bought goods, placed on them their own imprint and took to themselves the credit of the growing reputation of the articles they sold.

Are you to own your own business?

Or is the dealer or jobber who sells your product for you to own it—and you? These are questions that every manufacturer has to face today.

It is a choice of having your output taken either by dealers who can buy elsewhere at a moment's notice and so are in a position to dictate terms to you, or of your familiarizing the consumers of your product with the merits of your goods; make your name or mark synonymous with the best and have thousands or millions ask for it and be satisfied with no other kind.

Independence is the reward.

Reach the ultimate consumer with your message direct. No matter through how many channels the distribution of your product goes, your future will lie in keeping your quality up, not in figuring your price down; not in the personal prejudice or self-interest of the dealer whose interest is in his profit on your article, but in the judgment of the consumer who is interested in the merit of the article itself.

It is the grasping of these fundamental forces that are at work and the getting in line with them instead of trying to work against them, that has created the successes that have been made by those

whose names or marks* upon their products are known throughout the land.

The J. Walter Thompson Company has been connected with many of the successes that have made products known everywhere, made their names household words from coast to coast and in foreign lands.

Our business is the study of the underlying forces that are at work backed by years of experience and a complete organization for keeping in constant touch with markets and conditions everywhere. We have the facts upon which to base the most intelligent and efficient plans for securing, extending and holding markets, and a very highly developed organization for the creation and execution of such plans.

Do the people, the actual consumers of products similar to yours, know **yours**? Do they know its merits as you yourself know them? Do all the people know them?

We shall be pleased to make an appointment with you to go over this proposition in general and then if conditions are right—by agreement to make a thorough investigation upon which recommendations would be based.

*To trace the evolution of the trade-mark, to outline the general laws and some of the important decisions governing them, we have published a book under the title "Things to Know About Trade Marks." In it the most successful trade-marks are illustrated and described. Price \$1.00.

NORTH CAROLINA

Total Population, 2,206,287. Negro, 697,843.

40 Urban Towns. Pop., 318,474 404 Rural Towns. Pop., 1,887,813

Per cent of total population.....14.4
Increased in population.

Per cent of total population.....85.6
Decreased in population.

20 Cities, 2,500 to 5,000. Population 73,245

Belhaven	2,863	Monroe	4,082
Burlington	4,808	Mooreville	3,400
Edenton	2,789	Morgantown	2,712
Graham	2,504	Mount Airy	3,844
Greenville	4,101	Oxford	3,018
Henderson	4,503	Reidsville	4,828
Hendersonville	2,818	Shelby	3,127
Hickory	3,716	Statesville	4,599
Lenoir	3,364	Tarboro	4,129
Lexington	4,163	Thomasville	3,877

13 Cities, 5,000 to 10,000. Population 96,184

Concord	8,715	Newbern	9,961
Elizabeth City	8,412	Rocky Mount	8,051
Fayetteville	7,045	Salem	5,533
Gastonia	5,759	Salisbury	7,153
Goldsboro	6,107	Washington	6,211
High Point	9,525	Wilson	6,717
Kinston	6,995		

5 Cities, 15,000 to 25,000. Population 89,283

Asheville	18,762	Raleigh	19,218
Durham	18,241	Winston	17,167
Greensboro	15,895		

2 Cities, 25,000 to 50,000. Population 59,762

Charlotte	34,014	Wilmington	25,748
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NORTH DAKOTA

Total Population, 577,056.

10 Urban Towns. Pop., 63,236 202 Rural Towns. Pop., 513,820

Per cent of total population.....11.0
Increased in population.

Per cent of total population.....89.0
Decreased in population.

5 Cities, 2,500 to 5,000. Population 19,639

Dickinson 3,678
Jamestown 4,358
Mandan 3,873

Valley City 4,606
Williston 3,124

3 Cities, 5,000 to 10,000. Population 16,788

Bismark 5,443
Devil's Lake 5,157

Minot 6,188

2 Cities, 10,000 to 15,000. Population 26,809

Fargo 14,331

Grand Forks 12,478

INCORPORATED VILLAGES.

2 Cities, 2,500 to 5,000. Population 5,739

Fairfield 2,801

Presque Isle 2,938

2 Cities, 5,000 to 10,000. Population 10,768

Brunswick 5,341

Rumford Falls 5,427

OHIO

Total Population, 4,767,121.

139 Urban Towns, Pop. 2,665,143 644 Rural Towns, Pop. 2,101,978

Per cent of total population.....55.9
Increased in population.Per cent of total population.....44.1
Decreased in population.

57 Cities, 2,500 to 5,000. Population 198,089

Barnesville	4,233	Lockland	3,439
Berea	2,609	Logan	4,850
Bridgeport	3,974	London	3,530
Bryan	3,641	Marysville	3,576
Byesville	3,156	Medina	2,734
Carthage	3,618	Miamisburg	4,271
Celina	3,493	Middleport	3,194
Chicago Junction	2,950	Mingo Junction	4,049
Cleveland Heights	2,955	Montpelier	2,759
Clyde	2,815	Napoleon	4,007
Crestline	3,807	New Comerstown	2,943
Crooksville	3,028	New Lexington	2,559
Cuyahoga Falls	4,020	North Baltimore	2,503
Dennison	4,008	Oberlin	4,365
East Palestine	3,537	Orrville	3,101
East Youngstown	4,972	Pomeroy	4,023
Eaton	3,187	Port Clinton	3,007
Elmwood Place	3,423	Reading	3,985
Franklin	2,659	Rockport	3,179
Girard	3,736	Shelby	4,903
Glouster	2,527	Struthers	3,370
Greenfield	4,228	Toronto	4,271
Hartwell	2,823	Uhrichsville	4,751
Hillsboro	4,296	Upper Sandusky	3,779
Kent	4,488	Wadsworth	3,073
Lebanon	2,698	Wauseon	2,650
Leetonia	2,665	Wilmington	4,491
Lisbon	3,084	Woodsfield	2,502

OHIO—Continued

45 Cities, 5,000 to 10,000. Population 321,860

Ashland	6,795	Martins Ferry	9,133
Athens	5,463	Mount Vernon	9,087
Bellefontaine	8,238	Nelsonville	6,082
Bellevue	5,209	New Philadelphia	8,542
Barberton	9,410	Newburgh	5,813
Bowling Green	5,222	Niles	8,361
Bucyrus	8,122	Norwalk	7,858
Canal Dover	6,621	Painesville	5,501
Circleville	6,744	Ravenna	5,310
Conneaut	8,319	St. Bernard	5,002
Coshocton	9,603	St. Marys	5,732
Defiance	7,327	Salem	8,943
Delaware	9,076	Sidney	6,607
Delphos	5,038	Troy	6,122
East Cleveland	9,179	Urbana	7,739
Fostoria	9,597	Van Wert	7,157
Fremont	9,939	Wapakoneta	5,349
Galion	7,214	Washington Court	
Gallipolis	5,560	House	7,277
Greenville	6,237	Wellston	6,875
Jackson	5,468	Wellsville	7,769
Kenton	7,185	Wooster	6,136
Madisonville	5,193	Xenia	8,706

18 Cities, 10,000 to 15,000. Population 171,021

Bellaire	12,946	Marietta	12,923
Cambridge	11,327	Massillon	13,879
Chillicothe	14,508	Middletown	13,152
Elyria	14,825	Piqua	13,388
Findlay	14,858	Tiffin	11,894
Ironton	13,147	Warren	11,081
Lancaster	13,093		

10 Cities, 15,000 to 25,000. Population 189,963

Alliance	15,083	Marion	18,232
Ashtabula	18,266	Norwood	16,185
East Liverpool	20,387	Portsmouth	23,481
Lakewood	15,181	Sandusky	19,989
Mansfield	20,768	Steubenville	22,391

OHIO—Continued

6 Cities, 25,000 to 50,000. Population 195,021

Hamilton	35,279	Newark	25,404
Lima	30,508	Springfield	46,921
Lorain	28,883	Zanesville	28,026

3 Cities, 50,000 to 100,000. Population 198,350

Akron	69,067	Youngstown	79,066
Canton	50,217		

3 Cities, 100,000 to 200,000. Population 466,585

Columbus	181,511	Toledo	168,497
Dayton	116,577		

2 Cities, 200,000 and over. Population 924,254

Cincinnati	363,591	Cleveland	560,663
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OKLAHOMA

Total Population, 1,657,155. Negro, 137,612.

46 Urban Towns. Pop., 320,155 344 Rural Towns, Pop. 1,337,000

Per cent of total population.....19.3
Increased in population.

Per cent of total population.....80.7
Decreased in population.

32 Cities, 2,500 to 5,000. Population 107,217

Ada	4,349	Miami	2,907
Altus	4,821	Norman	3,724
Alva	3,688	Nowata	3,672
Anardarko	3,439	Okmulgee	4,176
Blackwell	3,266	Pauls Valley	2,689
Claremore	2,866	Pawhuska	2,776
Clinton	2,781	Perry	3,133
Coalgate	3,255	Ponca	2,521
Elk	3,165	Purcell	2,740
Frederick	3,027	Stillwater	3,444
Hartshorne	2,963	Sulphur	3,684
Hobart	3,845	Tahlequah	2,891
Hugo	4,582	Vinita	4,082
Kingfisher	2,538	Wagoner	4,018
Krebs	2,884	Waurika	2,928
Mangum	3,667	Woodward	2,696

6 Cities, 5,000 to 10,000. Population 44,072

Ardmore	8,618	El Reno	7,872
Bartlesville	6,181	Lawton	7,788
Durant	5,330	Sapulpa	8,283

5 Cities, 10,000 to 15,000. Population 61,201

Chickasha	10,320	McAlester	12,954
Enid	13,799	Shawnee	12,474
Guthrie	11,654		

1 City, 15,000 to 25,000. Population 18,182

Tulsa	18,182
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1 City, 25,000 to 50,000. Population 25,278

Muskogee	25,278
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1 City, 50,000 to 100,000. Population 64,205

Oklahoma City	64,205
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OREGON

Total Population, 672,765

18 Urban Towns. Pop., 307,060	153 Rural Towns. Pop., 365,705
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Per cent of total population.....45.6
Increased in population.

Per cent of total population.....54.4
Decreased in population.

11 Cities, 2,500 to 5,000. Population 46,542

Albany 4,275	Oregon City 4,287
Corvallis 4,552	Pendleton 4,460
Grant's Pass 3,897	Roseburg 4,738
Klamath Falls 2,758	St. Johns 4,872
La Grande 4,843	The Dalles City 4,880
Marshfield 2,980	

5 Cities, 5,000 to 10,000. Population 39,210

Ashland 5,020	Eugene 9,009
Astoria 9,599	Medford 8,840
Baker 6,742	

1 City, 10,000 to 15,000. Population 14,094

Salem	14,094
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1 City, 200,000 and over. Population 207,214

Portland	207,214
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PENNSYLVANIA

Total Population, 7,665,111

263 Urban Towns, Pop. 4,630,669 668 Rural Towns, Pop. 3,034,442

Per cent of total population... 60.4
Increased in population.

Per cent of total population... 39.6
Decreased in population.

116 Cities, 2,500 to 5,000. Population 405,876

Ambler	2,649	Exeter	3,537
Apollo	3,006	Ford City	4,850
Aspinwall	2,592	Frackville	3,118
Athens	3,796	Freedom	3,060
Austin	2,941	Galeton	4,027
Avalon	4,317	Gallitzin	3,504
Avoca	4,634	Gettysburg	4,030
Barnesboro	3,535	Girardville	4,396
Beaver	3,456	Grove City	3,674
Bellefonte	4,145	Holidaysburg	3,734
Birdsboro	2,930	Honesdale	2,945
Blairsville	3,572	Irwin	2,886
Blackenridge	3,134	Jenkintown	2,968
Bridgeport	3,860	Jermyn	3,158
Brookville	3,003	Johnsonburg	4,334
Cannonsburg	3,891	Kittanning	4,311
Clairton	3,326	Lansdale	3,551
Clarion	2,612	Lansdowne	4,066
Clifton Heights	3,155	Leechburg	3,624
Coplay	2,670	Lewisburg	3,081
Coudersport	3,100	Lykens	2,943
Crafton	4,583	McAdoo	3,389
Curwensville	2,549	McDonald	2,543
Derry	2,954	Mauch Chunk	3,952
Dorranceton	4,046	Mayfield	3,662
Downingtown	3,326	Mechanicsburg	4,469
Doylestown	3,304	Media	3,562
East Mauch Chunk	3,548	Meyersdale	3,741
East Stroudsburg	3,330	Miner's Mills	3,159
Edgewood	2,596	Monaca	3,376
Elizabethtown	2,587	Moosic	3,964
Ellwood City	3,902	Mount Oliver	4,241
Emaus	3,501	Mount Union	3,338
Emporium	2,916	Nazareth	3,978
Ephrata	3,192	New Philadelphia	2,512

PENNSYLVANIA—Continued

North East	2,672	South Brownsville	3,943
Northumberland	3,517	South Fork	4,592
Oakmont	3,436	South Williamsport	3,734
Parkesburg	2,522	Spangler	2,700
Parnassus	2,578	Spring City	2,880
Parsons	4,338	Stroudsburg	4,379
Patton	3,907	Summit Hill	4,209
Pen Argyl	3,967	Susquehanna	3,478
Perkasie	2,779	Towanda	4,281
Phillipsburg	3,585	Turtle Creek	4,995
Pitcairn	4,975	Union City	3,684
Port Corbin	2,673	Vandergrift	3,876
Portage	2,954	Vandergrift Heights	3,438
Quakertown	3,801	Verona	2,849
Renovo	4,621	Waynesburg	3,545
Reynoldsville	3,189	Weatherly	2,501
Royersford	3,073	Wellsboro	3,183
Schuylkill	4,747	West Hazelton	4,715
Sewickley	4,479	West Homestead	3,009
Sharpsville	3,634	West Newton	2,880
Shippensburg	3,457	Wickboro	2,775
Slatington	4,454	Williamstown	2,904
Somerset	2,612	Wyoming	3,010

84 Cities, 5,000 to 10,000. Population 571,332

Ambridge	5,205	Coraopolis	5,252
Archbald	7,194	Corry	5,991
Ashland	6,855	Danville	7,517
Ashley	5,601	Darby	6,305
Bangor	5,369	Dickson City	9,331
Bellevue	6,323	Donora	8,174
Berwick	5,357	Duryea	7,487
Blakely	5,345	East Conemaugh	5,046
Bloomsburg	7,413	East Pittsburgh	5,615
Bristol	9,256	Edwardsville	8,407
Carrick	6,117	Etna	5,830
Catasauqua	5,250	Forest City	5,749
Charleroi	9,615	Franklin	9,767
Clearfield	6,851	Freeland	6,197
Coaldale	5,154	Gilberton	5,401
Conshohocken	7,480	Glassport	5,540

PENNSYLVANIA—Continued

Greater Punxsutawney ..	9,058	New Kensington	7,707
Greenville	5,909	Northampton	8,729
Hanover	7,057	Olyphant	8,505
Huntingdon	6,861	Rankin	6,042
Indiana	5,749	Ridgway	5,408
Jeanette	8,077	Rochester	5,903
Jersey Shore	5,381	St. Clair	5,640
Juniata	5,285	St. Clair	6,455
Kane	6,626	St. Marys	6,346
Kingston	6,449	Sayre	6,426
Knoxville	5,651	Scottdale	5,456
Lansford	8,321	Sharpsburg	8,153
Larksville	9,288	Swissvale	7,381
Latrobe	8,777	Swoyersville	5,396
Lehighton	5,316	Tamaqua	9,462
Lewistown	8,166	Tarentum	7,414
Lock Haven	7,772	Taylor	9,060
Luzerne	5,426	Throop	5,133
Middletown	5,374	Titusville	8,533
Millvale	7,861	Tyrone	7,176
Milton	7,460	Waynesboro	7,199
Minersville	7,240	West Berwick	5,512
Monongahela	7,598	West Pittston	6,848
Mount Pleasant	5,812	Wilmerding	6,133
Munhall	5,185	Winber	8,013
New Brighton	8,329	Winton	5,280

23 Cities, 10,000 to 15,000. Population 280,247

Beaver Falls	12,191	Meadville	12,780
Bethlehem	12,837	Monessen	11,775
Bradford	14,544	North Braddock	11,824
Carlisle	10,303	Old Forge	11,324
Carnegie	10,009	Phoenixville	10,743
Chambersburg	11,800	South Sharon	10,190
Coatesville	11,084	Steelton	14,246
Columbia	11,454	Sunbury	13,770
Connellsville	12,845	Uniontown	13,344
Dubois	12,623	Warren	11,080
Greensburg	13,012	West Chester	11,767
McKees Rocks	14,702		

PENNSYLVANIA—Continued

20 Cities, 15,000 to 25,000. Population 358,053

Braddock	19,357	Oil City	15,657
Butler	20,728	Pittston	16,267
Carbondale	17,040	Plymouth	16,996
Dunmore	17,615	Pottstown	15,599
Duquesne	15,727	Pottsville	20,236
Homestead	18,713	Shamokin	19,588
Lebanon	19,240	Sharon	15,270
Mahanoy	15,936	South Bethlehem	19,973
Mount Carmel	17,532	Washington	18,778
Nanticoke	18,877	Wilkesburg	18,924

10 Cities, 25,000 to 50,000. Population 348,972

Chester	38,537	New Castle	36,280
Easton	28,523	Norristown	27,875
Hazleton	25,452	Shenandoah	25,774
Lancaster	47,227	Williamsport	31,860
McKeesport	42,694	York City	44,750

7 Cities, 50,000 to 100,000. Population 453,409

Allentown	51,913	Johnstown	55,482
Altoona	52,127	Reading	96,071
Erie	66,525	Wilkes-Barre	67,105
Harrisburg	64,186		

1 City, 100,000 to 200,000. Population 129,867

Scranton	129,867
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2 Cities, 200,000 and over. Population 2,082,913

Pittsburgh	533,905	Philadelphia	1,549,008
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RHODE ISLAND

Total Population, 542,610

25 Urban Towns. Pop. 524,654 13 Rural Towns, Pop. 17,956

Per cent of total population.....96.7
Increased in population.

Per cent of total population..... 3.3
Decreased in population.

7 Cities, 2,500 to 5,000. Population 23,112

East Greenwich	3,420	Scituate	3,493
North Kingstown	4,048	Smithfield	2,739
North Smithfield	2,699	Tiverton	4,032
Portsmouth	2,681		

9 Cities, 5,000 to 10,000. Population 63,915

Bristol	8,565	North Providence	5,407
Burrillville	7,878	South Kingstown	5,176
Coventry	5,848	Warren	6,585
Johnston	5,935	Westerly	8,696
Lincoln	9,825		

1 City, 10,000 to 15,000. Population 10,107

Cumberland 10,107

3 Cities, 15,000 to 25,000. Population 59,669

Central Falls	22,754	East Providence	15,808
Cranston	21,107		

3 Cities, 25,000 to 50,000. Population 91,903

Newport	27,149	Woonsocket	38,125
Warwick	26,629		

1 City, 50,000 to 100,000. Population 51,622

Pawtucket 51,622

1 City, 200,000 and over. Population 224,326

Providence 224,326

SOUTH CAROLINA

Total Population, 1,515,400. Negro, 835,843

25 Urban Towns. Pop. 224,832 213 Rural Towns, Pop. 1,290,568

Per cent of total population.....14.8
Increased in population.

Per cent of total population.....85.2
Decreased in population.

12 Cities, 2,500 to 5,000. Population 45,685

Abbeville	4,459	Clinton	3,272
Aiken	3,911	Darlington	3,789
Bennettsville	2,646	Easley	2,983
Camden	3,569	Gaffney	4,767
Cheraw	2,873	Laurens	4,818
Chester	4,754	Marion	3,844

9 Cities, 5,000 to 10,000. Population 60,737

Anderson	9,654	Orangeburg	5,906
Florence	7,057	Rock Hill	7,216
Georgetown	5,530	Sumter	8,109
Greenwood	6,614	Union	5,623
Newberry	5,028		

2 Cities, 10,000 to 25,000. Population 33,258

Greenville	15,741	Spartanburg	17,517
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1 City, 25,000 to 50,000. Population 26,319

Columbia	29,319
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1 City, 50,000 to 100,000. Population 58,833

Charleston	58,833
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SOUTH DAKOTA

Total Population, 583,888

13 Urban Towns. Pop. 76,673 221 Rural Towns, Pop. 507,215

Per cent of total population.....13.1
Increased in population.Per cent of total population.....86.9
Decreased in population.

7 Cities, 2,500 to 5,000. Population 24,118

Brookings	2,971	Rapid City	3,854
Deadwood	3,653	Redfield	3,060
Madison	3,137	Yankton	3,787
Pierre	3,656		

4 Cities, 5,000 to 10,000. Population 27,708

Huron	5,791	Mitchell	6,515
Lead	8,392	Watertown	7,010

2 Cities, 10,000 to 15,000. Population 24,847

Aberdeen	10,753	Sioux Falls	14,094
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TENNESSEE

Total Population, 2,184,789. Negro, 473,088

29 Urban Towns. Pop., 441,045 160 Rural Towns. Pop., 1,743,744

Per cent of total population.....20.2
Increased in population.

Per cent of total population 79.8
Decreased in population.

18 Cities, 2,500 to 5,000 Population 62,220

Brownsville	2,882	Lenoir City	3,392
Covington	2,990	Morristown	4,007
Dyersburg	4,149	Murfreesboro	4,679
Fayetteville	3,439	Paris	3,881
Franklin	2,924	Pulaski	2,928
Harriman	3,061	Rockwood	3,660
Humboldt	3,446	Shelbyville	2,869
La Follette	2,816	Tullahoma	3,049
Lebanon	3,659	Union City	4,389

6 Cities, 5,000 to 10,000. Population 40,627

Bristol	7,148	Columbia	5,754
Clarksville	8,548	Johnston	8,502
Cleveland	5,549	Park	5,126

1 City, 15,000 to 25,000. Population 15,779

Jackson	15,779
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2 Cities, 25,000 to 50,000. Population 80,950

Chattanooga	44,604	Knoxville	36,346
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2 Cities, 100,000 to 200,000. Population 241,469

Memphis	131,105	Nashville	110,364
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TEXAS

Total Population, 3,896,542. Negro, 690,020

91 Urban Towns. Pop., 938,104 228 Rural Towns. Pop., 2,958,438

Per cent of total population.....24.1
Increased in population.

Per cent of total population.....75.9
Decreased in population.

51 Cities, 2,500 to 5,000. Population 172,922

Ballinger	3,536	Lockhart	2,945
Bay City	3,156	Lufkin	2,749
Beeville	3,269	McKinney	4,714
Belton	4,164	Martin	3,878
Big Spring	4,102	Mart	2,939
Bonham	4,844	Mexia	2,694
Bowie	2,874	Mineral Wells	3,950
Brady	2,669	Mount Pleasant	3,137
Brenham	4,718	Nacogdoches	3,369
Bryan	4,132	Navasota	3,284
Calvert	2,579	New Braunfels	3,165
Cameron	3,263	Plainview	2,829
Childress	3,818	Quanah	3,127
Coleman	3,046	San Marcos	4,071
Comanche	2,756	Sequin	3,116
Commerce	2,818	Smithville	3,167
Crockett	3,947	Snyder	2,514
Cuero	3,109	Stamford	3,902
Dalhart	2,580	Stephenville	2,561
Denton	4,732	Sweetwater	4,176
Dublin	2,551	Teague	3,288
Eagle Pass	3,536	Uvalde	3,998
Georgetown	3,096	Vernon	3,195
Gonzales	3,139	Victoria	3,673
Jacksonville	2,875	Yoakum	4,657
Jefferson	2,515		

TEXAS—Continued

20 Cities, 5,000 to 10,000. Population 144,470

Abilene	9,204	Longview	5,155
Amarillo	9,957	Orange	5,527
Brownwood	6,967	Port Arthur	7,663
Corpus Christi	8,222	Sulphur Springs	5,151
Corsicana	9,749	Taylor	5,314
Ennis	5,669	Terrell	7,050
Gainesville	7,624	Texarkana	9,790
Greenville	8,850	Waxahachie	6,205
Hillsboro	6,115	Weatherford	5,074
Houston Heights	6,984	Wichita	8,200

11 Cities, 10,000 to 15,000. Population 126,697

Brownsville	10,517	Paris	11,269
Cleburne	10,364	San Angelo	10,321
Denison	13,632	Sherman	12,412
Laredo	14,855	Temple	10,993
Marshall	11,452	Tyler	10,400
Palestine	10,482		

1 City, 15,000 to 25,000. Population 20,640

Beaumont	20,640
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4 Cities, 25,000 to 50,000. Population 132,545

Austin	29,860	Galveston	36,981
El Paso	39,279	Waco	26,425

4 Cities, 50,000 to 100,000. Population 340,830

Dallas	92,104	Houston	78,800
Fort Worth	73,312	San Antonio	96,614

UTAH

Total Population, 373,351

16 Urban Towns. Pop., 172,934 87 Rural Towns. Pop., 200,417
Per cent of total population.....46.3
Increased in population.Per cent of total population.....53.7
Decreased in population.

12 Cities, 2,500 to 5,000. Population 38,130

American Fork 2,797
Bingham 2,881
Brigham 3,685
Eureka 3,416
Lehi 2,964
Murray 4,057

Nephi 2,759
Park 3,439
Richfield 2,559
Spanish Fork 3,464
Springville 3,356
Tooele 2,753

2 Cities, 5,000 to 10,000. Population 16,447

Logan 7,522

Provo City 8,925

1 City, 25,000 to 50,000. Population 25,580

Ogden 25,580

1 City, 50,000 to 100,000. Population 92,777

Salt Lake City.....92,777

VERMONT

Total Population, 355,956

32 Urban Towns. Pop., 168,943 222 Rural Towns. Pop., 187,013

Per cent of total population... 47.5
Increased in population.

Per cent of total population.....52.5
Decreased in population.

22 Cities, 2,500 to 5,000. Population 72,964

Barre	4,194	Newport	3,684
Barton	3,346	Northfield	3,226
Brandon	2,712	Poultney	3,644
Derby	3,639	Proctor	2,871
Essex	2,714	Randolph	3,191
Fair Haven	3,095	Richford	2,907
Hardwick	3,201	Springfield	4,784
Hartford	4,179	Swanton	3,628
Lyndon	3,204	Waterbury	3,273
Middlebury	2,848	West Rutland	3,427
Morristown	2,652	Woodstock	2,545

7 Cities, 5,000 to 10,000. Population 51,231

Bennington	8,698	Rockingham	6,207
Brattleboro	7,541	St. Albans	6,381
Colchester	6,450	St. Johnsbury	8,098
Montpelier	7,856		

2 Cities, 10,000 to 15,000. Population 24,280

Barre	10,734	Rutland	13,546
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1 City, 15,000 to 25,000. Population 20,468

Burlington	20,468
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VIRGINIA

Total Population, 2,061,612. Negro, 671,096

32 Urban Towns. Pop., 476,529 158 Rural Towns. Pop., 1,585,083

Per cent of total population.....23.1
Increased in population.

Per cent of total population.....76.9
Decreased in population.

15 Cities, 2,500 to 5,000. Population 51,595

Bedford	2,508	Martinsville	3,368
Big Stone Gap	2,590	Pulaski	4,807
Buena Vista	3,245	Radford	4,202
Covington	4,234	Salem	3,849
Farmville	2,971	South Boston	3,516
Harrisonburg	4,879	Williamsburg	2,714
Lexington	2,931	Wytheville	3,054
Marion	2,727		

7 Cities, 5,000 to 10,000. Population 43,011

Bristol	6,247	Hampton	5,505
Charlottesville	6,765	Suffolk	7,008
Clifton Forge	5,748	Winchester	5,864
Fredericksburg	5,874		

1 City, 10,000 to 15,000. Population 10,604

Staunton	10,604
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4 Cities, 15,000 to 25,000. Population 78,681

Alexandria	15,329	Newport News	20,205
Danville	19,020	Petersburg	24,127

3 Cities, 25,000 to 50,000. Population 97,558

Lynchburg	29,494	Roanoke	34,874
Portsmouth	33,190		

1 City, 50,000 to 100,000. Population 67,452

Norfolk	67,452
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1 City, 100,000 and over. Population 127,628

Richmond	127,628
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WASHINGTON

Total Population, 1,141,990

27 Urban Towns, Pop., 605,530 150 Rural Towns. Pop., 536,460

Per cent of total population.....53.0
Increased in population.

Per cent of total population.....47.0
Decreased in population.

15 Cities, 2,500 to 5,000. Population 52,195

Anacortes	4,168	Pullman	2,602
Bremerton	2,993	Puyallup	4,544
Chehalis	4,507	Renton	2,740
Cle Elum	2,749	Roslyn	3,126
Colfax	2,783	Snohomish	3,244
Ellensburg	4,209	South Bend	3,023
Hillyard	3,276	Wenatchee	4,050
Port Townsend	4,181		

4 Cities, 5,000 to 10,000. Population 31,778

Centralia	7,311	Olympia	6,996
Hoquiam	8,171	Vancouver	9,300

2 Cities, 10,000 to 15,000. Population 27,742

Aberdeen	13,660	North Yakima	14,082
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3 Cities 15,000 to 25,000. Population 68,476

Bellingham	24,298	Walla Walla	19,364
Everett	24,814		

1 City, 50,000 to 100,000. Population 83,743

Tacoma	83,743
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1 City, 100,000 to 200,000. Population 104,402

Spokane	104,402
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1 City, 200,000 and over. Population 237,194

Seattle	237,194
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WEST VIRGINIA

Total Population, 1,221,119. Negro, 64,173

25 Urban Towns. Pop., 228,242 184 Rural Towns. Pop., 992,877

Per cent of total population.....18.7
Increased in population.

Per cent of total population.....81.3
Decreased in population.

13 Cities, 2,500 to 5,000. Population 42,913

Benwood	4,976	Mannington	2,672
Charles Town	2,662	Princeton	3,027
Chester	3,184	Richwood	3,061
Davis	2,615	Sistersville	2,684
Hinton	3,656	Wellsburg	4,189
Keyser	3,705	Williamson	3,561
McMechen	2,921		

6 Cities, 5,000 to 10,000. Population 49,803

Clarksburg	9,201	Grafton	7,563
Elkins	5,260	Morgantown	9,150
Fairmount	9,711	Moundsville	8,918

2 Cities, 10,000 to 15,000. Population 21,886

Bluefield	11,188	Martinsburg	10,698
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2 Cities, 15,000 to 25,000. Population 40,838

Charleston	22,996	Parkersburg	17,842
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2 Cities, 25,000 to 50,000. Population 72,802

Huntington	31,161	Wheeling	41,641
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WISCONSIN

Total Population, 2,333,860

73 Urban Towns, Pop. 1,004,320 304 Rural Towns, Pop. 1, 329,540

Per cent of total population.....43.0
Increased in population.

Per cent of total population 57.0
Decreased in population.

37 Cities, 2,500 to 5,000. Population 128,653

Berlin	4,636	Port Washington	3,792
Burlington	3,212	Reedsburg	2,615
Columbus	2,523	Rice Lake	3,968
Cudahy	3,691	Richland Center	2,652
De Pere	4,477	Ripon	3,739
Edgerton	2,513	Shawano	2,923
Fort Atkinson	3,877	Sparta	3,973
Hartford	2,982	Stanley	2,675
Hudson	2,810	Stoughton	4,761
Jefferson	2,582	Sturgeon Bay	4,262
Kaukauna	4,717	Tomah	3,419
Lake Geneva	3,079	Tomahawk	2,907
Mineral Point	2,925	Two Rivers	4,850
Monroe	4,410	Washburn	3,830
New London	3,383	Waupaca	2,789
Oconomowoc	3,054	Waupun	3,362
Platteville	4,452	Wauwatosa	3,346
Plymouth	3,094	Whitewater	3,224
Prairie du Chien	3,149		

18 Cities, 5,000 to 10,000. Population 122,719

Antigo	7,196	Neenah	5,734
Baraboo	6,324	Oconto	5,629
Beaver Dam	6,758	Portage	5,440
Chippewa	8,893	Rhineland	5,637
Grand Rapids	6,521	South Milwaukee	6,092
Marshfield	5,783	Steven's Point	8,692
Menasha	6,081	Watertown	8,829
Menomonie	5,036	Waukesha	8,740
Merrill	8,689	West Allis	6,645

WISCONSIN—Continued

4 Cities, 10,000 to 15,000. Population 53,125

Ashland	11,594	Manitowoc	13,027
Janesville	13,894	Marinette	14,610

6 Cities, 15,000 to 25,000. Population 106,936

Appleton	16,773	Fond Du Lac	18,797
Beloit	15,125	Kenosha	21,371
Eau Claire	18,310	Wausau	16,560

7 Cities, 25,000 to 50,000, Population 219,030

Green Bay	25,236	Racine	38,002
La Crosse	30,417	Sheboygan	26,398
Madison	25,531	Superior	40,384
Oshkosh	33,062		

1 City, 200,000 and over. Population 373,857

Milwaukee	373,857
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WYOMING

Total Population, 145,965

7 Urban Towns. Pop., 43,221 39 Rural Towns. Pop., 102,744

Per cent of total population.....29.6
Increased in population.

Per cent of total population.....70.4
Decreased in population.

3 Cities, 2,500 to 5,000. Population 9,478

Casper 2,639
Evanston 2,583

Rawlins 4,256

3 Cities, 5,000 to 10,000. Population 22,423

Laramie 8,237
Rock Springs 5,778

Sheridan 8,408

1 City, 10,000 to 15,000. Population 11,320

Cheyenne 11,320







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